

Role Profile: Senior Legacy Marketing Officer



About you

An experienced legacy fundraiser, who wants to join a growing team that is passionate about making the UK the best place to live for people with a learning disability.

What you will do

- Lead on cross channel acquisition campaigns to increase quality leads for gifts in Wills with a focus on the creation and testing of digital campaigns in collaboration with our Digital Marketing Specialist
- Plan and deliver an annual supporter event to grow our pledger and prospect relationships
- Manage the content gathering, copywriting and content creation process alongside the Gifts in Wills officer to ensure all campaigns have engaging content and imagery
- Manage and own relationships with key external and internal stakeholders and suppliers

What you will bring

- Ability to manage multiple projects and priorities while meeting deadlines
- Strong attention to detail and willing to get involved in a variety of projects
- Confidence in communicating with a range of stakeholders including presenting information
- Sector knowledge
- Excellent analytical skills

Your knowledge & experience

Essential & desirable)

- Experience in Legacy Marketing - Desirable
- Experienced in project and campaign management - Essential
- Experience of campaign analysis to improve marketing campaigns - Essential

Role Profile:



More information about the role

- Plan, manage and deliver a range of campaigns aimed at acquiring new legacy supporters into our pipeline including digital, telemarketing and direct mail channels
- Utilise our new CRM (Salesforce) to produce data and insight to make informed improvements to campaigns and projects and share learnings across the team with detailed end of campaign reviews
- Create engaging visual content using tools like Canva to support our smaller campaigns
- Produce clear Data, Comms and Supporter Care briefs in line with team budget and strategy for your campaigns

Join the team and be part of an organisation passionate about making the UK the best place for people with a learning disability to live happy and healthy lives.

Skills & Abilities (Essential/Desirable)

- Ability to build strong, positive working relationships with internal and external stakeholders – Essential
- Excellent project management and organisation skills – Essential
- Experience in using Canva or similar programme for content creation/video editing - Desirable
- Experience of using a CRM and email marketing platform - Essential

How to apply

- Please apply with an up to date CV that demonstrates your skills and experience, and a covering letter outlining your suitability for this role.
- If you require any further information please contact our Recruitment Team on 01733 246699.

Who you can expect to work with

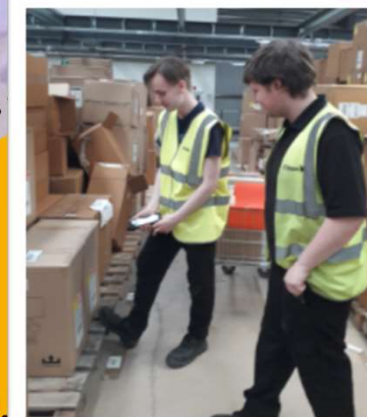
Colleagues
with a
learning
disability

Fundraising
Teams

Finance,
L&D, and
HR Business
Partners

Data and
Insight
Teams

Other teams
across
Mencap



Mencap's values and how they apply to this role

We are
Passionate
about making
the world a
better place

You will have a genuine passion for improving the lives of people with a learning disability.

We are
Inclusive
of everyone

You will advocate for inclusion, work collaboratively and be a positive role model for others.

We are
Brave
we challenge
and try new
things

You will use your role to write compelling narratives, be innovative, and push boundaries.

We are
Positive
in our work
and with each
other

You will celebrate successes and share stories about how our supporters are making a difference.

We are
Kind
to everyone

You will be kind, supportive and encouraging to everyone you interact with.