

# Role Profile: Legacy Marketing Officer



## About you

A 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

- Support on cross channel acquisition campaigns to increase quality leads and donations across Gifts in Wills, In Memory and our Wills and Trusts service from warm and cold audiences and our free Will services.
- Act as the point of contact for enquiries from supporters and work with Supporter Care to provide personalised stewardship.
- Develop and monitor Mencap's In Memory processes and stewardship.
- Provide general administration support across the team including taking ownership of integral key processes on our supporter database.
- Manage and own relationships with key external and internal stakeholders and suppliers

## What you will bring

- Enthusiasm to learn about this area of fundraising
- Ability to manage multiple projects and priorities while meeting deadlines
- Meticulous to detail and willing to get involved in a variety of projects
- Excellent analytical skills

## Your experience (essential or desirable)

- Have worked in a team on joint projects (d)
- Confidence communicating with supporters and internal stakeholders (d)
- Some experience in project management (e)
- Experience juggling multiple priorities (e)

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## Key Responsibilities

- Provide general administration support across the team including taking ownership of integral key processes on our supporter database such as record updates and thanking.
- Support the Legacy Marketing Manager and Legacy Marketing Senior Officer on managing and delivering a range of campaigns aimed at acquiring new legacy supporters into our pipeline including digital, telemarketing and direct mail.
- Responsibility for overseeing and creating journeys and stewardship both offline and online for pledgers and in memory supporters.
- Providing excellent supporter care for anyone who contacts the Team both on email and over the phone.
- Support the integration of messaging across Mencap including being an advocate of gifts in Wills across the organisation.
- Keep up to date with relevant trends, risks and opportunities in the sector.
- Undertake any other reasonable duties as required

## About the Role

Have the ability to grow and maintain relationships with supporters and suppliers

Flexible approach to home and office working, with a requirement to attend occasional key meetings in-person. Mencap also offers flexible working hours.

## What will Mencap give you

24 days annual leave + all UK Bank Holidays  
Amazing benefits + pension  
Full support in the role and training opportunities  
Flexible working options

## How to apply

Please apply with an up-to-date CV that demonstrates your skills and experiences relevant for this position.

If you require any further information please contact our Recruitment Team on 01733 246699.

# Who you can expect to work with

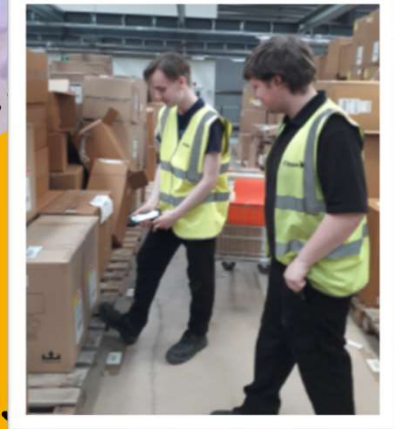
Colleagues with a learning disability

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.