

st michael's hospice

JOB DESCRIPTION

Job Title: Legacy and Tribute Officer

Responsible to: Fundraising Manager

Accountable to: Income Generation Director

1.0 MAIN PURPOSE OF THE ROLE

To co-ordinate and manage all In Memoriam giving appeals, events and activities benefitting St Michael's Hospice, including – but not exclusively, the Tree of Remembrance, Moonlight and Memories Walk and Lights of Love.

To create a creative, ambitious, sustainable, evolving and profitable in-memoriam giving strategy.

To develop an integrated strategy for legacy marketing to generate funds for St Michael's Hospice, including Make a Will Month.

To promote the work of the Hospice using varied and tailored publicity and marketing materials created in partnership with the Marketing team.

2.0 PRINCIPAL RESPONSIBILITIES

- 2.1 To create and implement an innovative in-memoriam strategy, providing first-class stewardship to all those donating / supporting in memory of a loved one with timely and personalised communications.
- 2.2 To manage a number of in-memoriam events including Lights of Love, , offering effective and emotionally supportive remembrance opportunities to both new and existing supporters.
- 2.3 Management of budget for In-Memoriam income and expenditure, providing regular updates and contributing to budget setting and planning with Fundraising Manager.
- 2.4 To develop and manage, with support from the Senior Events Fundraiser, the annual Moonlight and Memories Walk ensuring the provision of first-class stewardship in the lead up to and on the night of the event.
- 2.5 To create and implement a calendar of seasonal events supporting our memoriam activity i.e. Forget Me Not Appeal
- 2.6 To manage the Tree of Remembrance to ensure regular communications, accurate data recording of dedications on the CRM system and in the Book of Remembrance.
- 2.7 To create and manage annual events for those with dedications on the Tree of Remembrance.

- 2.8 To manage the Hospice Book of Remembrance and ensure timely inclusion in the book for donors to view.
- 2.9 To work closely with our Spiritual Care and Compassionate Communities Teams to further co-ordinate and manage our Lights of Love events.
- 2.10 To create and manage inspiring and sympathetic communications that are sensitive and professional for those wishing to make in-memorial donations.
- 2.11 To maximise potential for Gift Aid on all in-memorial donations where possible.
- 2.12 To build connections with local bereavement organisations, such as Funeral Directors and Coffin Club to ensure we can support those wishing to support the hospice, ensuring all regulations for marketing and communications are adhered to.

Legacy Marketing

- 2.13 To plan, implement and manage the annual 'Make a Will Month' campaign, ensuring successful marketing and promotion.
- 2.14 Include lead on Hospice participation in In Mem Foresight Planning initiative and Legacy Circle.
- 2.15 Create and lead a Legacy Marketing strategy to embed and maximise legacy marketing messaging across all teams throughout St Michael's Hospice.
- 2.16 Facilitate opportunities to educate all staff and volunteers about the importance and of legacies to St Michael's Hospice, ensuring they can provide correct key messaging to potential donors.
- 2.17 Implement opportunities for Work on generating all St Michael's Hospice teams and volunteers receive regular updates about holding conversations regarding legacies and recording of these for KPIs.
- 2.19 Implement strategies to ensure all key conversations are recorded to help report on impact and success.
- 2.20 To create inspirational copy promoting legacy giving for inclusion in all printed and digital media.
- 2.21 Build effective working relationships with local solicitors and financial planners.
- 2.22 To be the Hospice lead on Legacy marketing matters in local forums to keep up to date on latest sector trends i.e. Legacy Circle
- 2.23 To support the Fundraising team with any other work as appropriate.

3.0 ADDITIONAL RESPONSIBILITIES

- 3.1 To carry out duties with full regard to the Company's Equalities and Diversity Policies.
- 3.2 To act as a responsible individual in relation to Health and Safety and be aware of the responsibilities of all employees to maintain a safe and healthy environment for patients, visitors, staff and volunteers.
- 3.3 To ensure that all duties are carried out to the highest standard, and in accordance with current quality initiatives within the work area.
- 3.4 To carry out any other duties, within an appropriate level of

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- responsibilities as required.
- 3.5 To undertake flexible hours as and when the need arises.
 - 3.6 To ensure confidentiality at all times.
 - 3.7 To support and participate in the fundraising activities of the hospice wherever possible.
 - 3.8 To be an ambassador for the Hospice.
 - 3.9 To ensure that the disclosure and use of confidential staff information is both lawful and ethical, and to recognise own responsibility for compliance with relevant legislation.
 - 3.10 To promote, at all levels, the Company's vision, values and strategic objectives.
 - 3.11 To hold DBS and Occupational Health clearances appropriate to the role. Note: these are obtained and checked as part of the recruitment process and reviewed in line with company policy or if a change in circumstances is declared or comes to light.

This job description is not intended to be exhaustive and may be reviewed at any time to meet the needs of the business.

PERSON SPECIFICATION

Post Title:	Legacy and Tribute Officer
Department:	Fundraising

	Essential Criteria	Desirable Criteria
Education/ qualifications	GCSE English and Maths or equivalent	Graduate degree or equivalent (Level 5 – 7 qualification) Institute of Fundraising qualification
Work background and experience	Good knowledge of charity sector Proven experience in a business environment Experience of budgeting and planning and working towards targets	Experience of working within a charitable organisation. Working with and communicating supporters and donors about sensitive issues. Experience of marketing – campaigns and content.
Skills/Ability/ Knowledge	Strong organisational skills Excellent interpersonal skills Computer literate – strong knowledge and understanding of Word, Outlook and Excel Experience of databases Ability to write clear and grammatically correct letters	Experience of Advantage Fundraiser Knowledge of Gift Aid processes Complaint handling
Personal qualities and other requirements	Excellent communicator – both verbal and written Creative and flexible in approach Meticulous attention to detail Self-motivated, with a positive attitude to work High standards of customer care and ability to cope sensitively with distressing situations with relatives. Mental efforts	

	<p>Able to cope with changing demands and periods of concentration.</p> <p>Able to accept that someone associated with the Hospice or recently bereaved might be upset and require understanding and support.</p>	
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