

JOB DESCRIPTION & PERSON SPECIFICATION

Job Title:	Donations and Legacies Coordinator
Reporting to (Job Title):	Sales and Marketing Manager
Grade:	£10,857.60 per annum pro rata, (£26,782.08 FTE) Band 5.
Hours of Work:	15 hours per week
Place of Work:	The William and Patricia Venton Centre, York Road, Northampton, NN1 5DJ
Purpose of Role:	<p>The post-holder will be responsible for developing and increasing income from new and existing donors through regular and one off giving and legacy promotion.</p> <p>The role will encompass donor development, supporter acquisition and retention, through research and relationship building, combining a target driven approach with a caring and empathetic manner.</p>
Main Tasks:	<p>The role will be responsible for promoting individual and regular giving – donations and legacies - for Age UK Northamptonshire.</p> <p>Seek out new relationships to encourage increased donations and the potential for legacy giving, developing marketing messages on social and print media, working closely with social media colleagues, hosting seminars and gatherings and encouraging engagement through face to face and online approaches.</p> <p>The role will also be responsible for promoting Wills and legacies, including home visits for Will and Lasting Power of attorney applications for our Paralegal partner, whilst ‘sowing seeds’ for possible donations and legacies.</p> <p>To develop relationships with key supporters to nurture legacy pledges. To ensure appropriate legacy information is accessible for all clients, staff, volunteers and visitors.</p> <p>Devise and implement strategies which increase ‘in memoriam’ giving to Age UK Northamptonshire, including building lasting relationships with clients, their families and other parties.</p> <p>To organise legacy events to encourage new and existing supporters to leave a gift in their will. To use our database and other research tools to identify prospective legacy donors.</p> <p>To keep up to date with legislation, custom and practice regarding gift aid and other tax effective methods of giving. To manage and maintain</p>

database records and produce reports showing activities. To abide by the Charities Act and IOF code of practice

The postholder will work with the staff and volunteer teams across Age UK Northamptonshire to educate, train and facilitate their knowledge, understanding and confidence to promote these funding opportunities for the benefit of the Charity. The postholder will work closely with and be supported by the Sales and Marketing Manager and team together with other key staff.

To work as a valued member of the wider Age UK Northamptonshire team, supporting colleagues and providing advice and perspective to improve decision making and effective delivery generally. The role is varied and the postholder will be expected to support their team and the wider organisation on additional tasks as outlined by the Sales and Marketing Manager.

The tasks and responsibilities shown above are not exhaustive and should be regarded only as a guide. The jobholder will be expected to undertake any reasonable activities according to the needs of the service at the time. These will be subject to periodic review and may be amended to meet the changing needs of the service. The jobholder will be expected to participate in this process, and Age UK Northamptonshire would aim to reach agreement as regards any changes.

Person Specification

Job Title: Donations and Legacies Coordinator	Band: 5	
	Date: 20.08.2024	
<u>QUALIFICATIONS/TRAINING:</u>		
Good general education to A level or Level 3/4 equivalent	E	A / I
Recognised Fundraising qualification	D	A / I
Member of the Institute of Fundraising	D	A / I
<u>EXPERIENCE</u>		
Minimum of two years fundraising experience	D	A / I
Knowledge of the Institute of Fundraising codes of best practice	D	A / I
Knowledge of the legal requirements relating to legacies and general fundraising	D	A / I
Knowledge of fundraising databases	D	A / I
Knowledge of legacy giving and donor journey relationships	D	A / I
Experience of working on individual giving campaigns and related fundraising	D	A / I
Experience of supporter development and relationship management	D	A / I
Direct experience of individual giving and/ or in memorial fundraising	D	A / I

<u>SKILLS, KNOWLEDGE & ABILITIES</u>		
Excellent verbal and written communication and listening skills.	E	A / I
Excellent communication, influencing and relationship building skills.	E	A / I
Ability to monitor, analyse and segment data and contacts for fundraising purposes.	E	A / I
Ability to make decisions, as part of managing a complex and varied workload.	E	A / I
Good computer and IT skills such as MS Office and CRM.	E	A / I
Excellent presentation skills to effectively deliver presentations to a wide and varied audience.	E	A / I
Experience of complex project or programme management, including successful delivery of objectives to time/budget.	D	A / I
Good numeracy and literacy skills.	D	A / I
Outstanding interpersonal skills with the ability to create positive and sustainable internal and external relationships.	E	A / I
Ability to contribute to the wider strategy and corporate objectives of the charity.	D	A / I
Excellent planning and organisational skills.	E	A / I
Creative, flexible character and a generator of ideas.	E	A / I
<u>OTHER</u>		
Flexible working hours	E	A / I
Requirement to travel across the County is essential, using own car when required.	E	A / I

Prepared By:	Roger Harris
Authorised By:	Chris Duff

AF – Application Form I – Interview T – A written test will form part of the interview process