**Job Description**

**Job Title**: In Memory Giving & Legacy Administrator

**Reporting to**: In Memory Giving & Legacy Manager

**Job purpose**: Our Vision is to make every day the best day possible for our patients and their families in South Devon. As a member of our Fundraising/In Memory Giving & Legacy Team you will deliver this by working with the In Memory Giving & Legacy Manager and the Database Team, supporting work to achieve income targets.

Fundraising, in all its forms, is critical to Rowcroft’s continuing support for the population of South Devon who are living with a life-limiting illness. The care of three out of four patients is funded thanks to voluntary donations and Gifts in Wills.

The In Memory Giving & Legacy Administrator, will provide a wide variety of support to the In Memory Giving & Legacy Manager and will play a key role in ensuring supporters are thanked and communicated with in the most appropriate way.

The role will involve direct contact with supporters by phone, mail, and face to face. Sensitivity, diplomacy, and tact are essential and the ability to adapt to any form of conversation is a must as many of the hospice’s supporters are bereaved with direct experience of the hospice’s services. You will record all communications onto our database, which will ensure our supporters receive the highest level of supporter care. You will also assist with the In-Memory events e.g. Light up a Life & Meadow of Memories.

Another key part of the role will be assisting the In Memory Giving & Legacy Manager in administering the gifts in Wills (Legacies) bequeathed to Rowcroft. You will provide a high level of administrative support by communicating regularly with law firms and lay executors and accurately recording and maintaining legacy records.

The post holder has no direct budget responsibilities but must be aware of cost implications and make effective use of resources.

**Our Values:**

Honesty & Integrity Generosity of Spirit Respect Team Player

**Key roles and responsibilities:**

**Area**

**In Memory Giving**

1. Communicate daily with our supporters by ways of acknowledging and thanking them for their donations and providing fundraising help and advice.
2. Ensuring that specific and tailored acknowledgments are made when appropriate, by way of, for example personal handwritten card.
3. Meeting in person with relatives and friends in the handling of donations,
4. Signpost those who are bereaved through Rowcroft to our bereavement service.
5. Work with the In Memory Giving & Legacy Manager with the planning, implementation, promotion, and administration of in-memoriam appeals such as Light up a Life and Meadow of Memories liaising with the third-party suppliers when necessary.
6. Assist with the administration that may come with the current and with the development of new in-memoriam products to meet the needs of the bereaved and help to identify in-memoriam opportunities.
7. Ensure copy content is updated as appropriate on the in-memoriam pages of Rowcroft’s website.
8. Provide administrative support to implement measures to develop supporter loyalty.
9. Maintain regular contact with Funeral Directors and other local companies in relation to in-memoriam opportunities.
10. Work with the In Memory Giving & Legacy Manager to identify the most appropriate channels through which to develop and maintain committed giving such as direct mail, telephone, face to face, email, the hospice website, and social media.
11. Work with the Marketing and Communications team:

* to develop printed materials to support the areas the In Memory Giving & Legacy team is responsible for
* to provide regular contributions on relevant areas to the hospice website and intranet
* to make full use of social media for the pursuit of the team’s goals
* identifying potential media and promotional opportunities to increase the success of the team’s work.

**Legacy Administration**

1. Assist with the implementation and undertaking the promotion, administration, and analysis of the annual Make a Will Week event.
2. Develop relationships with local supporting law firms to aid correspondence and to help maintain high attendance at our Legacy Working Group meetings.
3. Ensure all new legacies to Rowcroft are properly and accurately recorded using Excel and the donor database.
4. Record the progress of current legacies and provide a monthly update to the In Memory Giving & Legacy Manager and members of the Senior Management Team.
5. Correspond professionally, tactfully, and sensitively with solicitors, executors, and the family of legators when necessary and appropriate.
6. Assist with events and activities aimed at improving and maintaining support from our current legacy pledgers, such as our annual Cream Tea event.

**Data Administration**

1. Ensure that all information input that is held on Donorflex is accurate and up-to-date and supporters are given the best possible supporter care. Adhere to Data Protection legislation and Rowcroft’s policy and procedures relating to supporters.

**General**

1. Ensure all activity is to the highest standard to safeguard Rowcroft’s organisational reputation. All activity should comply with relevant legislation, policies, and practices (i.e. Health and Safety, Licensing laws, Data Protection Act).
2. Keep up to date on best practice and developments within the charity sector generally and particularly changes to fundraising regulations and codes of practice.
3. Promote a culture of learning and development and wellbeing, help to create an environment that is continually critically questioning practice and promoting learning.
4. Identify your own learning and development needs undertake continuous professional development and actively engage in clinical supervision, maintaining an objective and innovative practice.

This list can never be exhaustive but covers most of the work you’ll be doing.

What it can’t replace is talent, initiative, and a commitment to great customer service.

**Audit Clause**

All members of staff are expected to participate in audit assessments as appropriate.

**Infection Prevention**

All Rowcroft employees both clinical and non-clinical are required to adhere to the Infection Prevention and Control Policies and make every effort to maintain high standards of infection control at all times to reduce the burden of Healthcare Associated Infections, including MRSA.

You agree to the following responsibilities:

* To decontaminate your hands prior to and after direct patient care or contact with the patient's surroundings.
* To take part in mandatory infection control training provided.
* To responsibly manage your own infections (other than common colds and illness) that may be transmittable to patients, including contacting Occupational Health for guidance.

**PERSON SPECIFICATION**

In Memory Giving & Legacy Administrator

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| **Attribute** | **Essential Requirements** | **Desirable Requirements** |
| **Qualifications and Training** | * Educated GCSE level. * Confident communicator. | * Educated to A level or equivalent. * Formal qualification in computer literacy e.g. ECDL or equivalent. |
| **Knowledge and Skills** | * High level of computer literacy including Microsoft Office and Excel. * Excellent data entry skills. * Excellent written and verbal communication skills. * Ability to use databases and spreadsheets. * Proven ability to work to a high standard and with an eye for detail. * A proactive and results focused approach. * Proven ability to prioritise and organise own workload effectively and efficiently and meet deadlines. * Ability to work under own initiative. | * Understanding of donor   recruitment, development  and retention. |
| **Experience** | * Experience of working in a customer or supporter focused environment. * Relevant experience, ideally gained from working in an administrative, customer service role. | * Experience of working within or closely with professional services, i.e. solicitors. * Experience of using databases, specifically Donorflex. * Experience of writing personalised & bespoke letters to supporters. * Experience of researching new ideas or initiatives. * Experience of event management. * Experience of planning and carrying out mailings with the assistance of third-party suppliers. |
| **Personal Requirements** | * Comfortable with having sensitive conversations over the phone and face to face. * Ability to form and develop excellent working relationships with colleagues, volunteers, and supporters. * A proactive approach to carrying out tasks. * A high degree of sensitivity, tact, and diplomacy. * Flexible and able to prioritise workload to achieve deadlines.   • Self-motivated and able to  use initiative.  • Strong teamwork ethic.   * Commitment to aims and values of Rowcroft Hospice. * To be able to attend fundraising events and activities, which may be in the evening or weekends. * To give support to fundraising colleagues as necessary during major fundraising events. | * A good understanding of the purpose, values, and strategy of Rowcroft Hospice. * Engagement with the philosophy of the Hospice Movement. * Creative and imaginative in approach to ideas and opportunities. |