Senior Legacy Marketing and Development Manager

Job description

It will take a society to beat dementia. Alzheimer's Society.



Who we are

Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

Together with our supporters, we're working towards a world where dementia no longer devastates lives.

Our values

Our values tell everyone who we are as an organisation.

Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us of what we all stand for.

Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



Trusted expert

We're listening, we're learning and we use experience and evidence.



Better together

We're open, we combine our strengths and we achieve more together.



Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

Senior Legacy Marketing and Development Manager

Position in the organisation

Reports to the Head of Legacies and Special Events
Part of our Income and Engagement directorate.

Purpose of this role

At Alzheimer's Society we are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people with dementia and their carers.

As Senior Legacy Marketing and Development Manager your purpose is to lead the strategy and delivery of legacy marketing and development, growing a strong and sustainable pipeline of supporters who choose to include Alzheimer's Society in their Will. This role turns audience insight into clear propositions, integrated journeys and high-quality campaigns, balancing current performance with long-term future income.

The postholder will lead a specialist team, manage significant investment and agency relationships, and work across Income & Engagement and the wider Society to make legacy giving a natural, trusted and inclusive part of the supporter experience.

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A trusted expert who believes in working Better together and demonstrates true Compassion.

Key accountabilities and responsibilities

Strategy, planning and growth

- Own and deliver the legacy marketing and development strategy, annual plan and budget, aligned to organisational and Income & Engagement priorities.
- Translate market, audience, supporter and performance insight into clear priorities, investment choices and measurable plans.
- Build a balanced programme of acquisition, engagement and stewardship activity that supports future gifts in Wills income and strengthens the legacy pipeline.
- Identify and test new audiences, propositions, channels and partnerships, using clear success measures to decide what should be developed, changed or discontinued.
- Contribute as a senior leader to wider fundraising strategy, planning, risk management and organisational change.

Audience-led marketing and supporter experience

- Lead the development of compelling, evidence-led legacy propositions and communications that are accessible, respectful and relevant to different audiences.

- Oversee integrated supporter journeys across paid, owned and relationship-led channels, ensuring a joined-up experience from first engagement through to pledger stewardship.

- Use research, segmentation, testing and supporter feedback to improve relevance, conversion, retention and long-term value.

- Work closely with Brand, Creative, Digital, Content, Insight, Data and Supporter Care colleagues to deliver consistent, high-quality experiences.

- Champion the voice and needs of people affected by dementia and involve lived experience appropriately in the development and review of work.

Performance, insight and financial management

- Set a clear performance framework for legacy marketing, including leading and lagging indicators across reach, engagement, response, conversion, pipeline value, stewardship quality and efficiency.

- Ensure activity is tracked, evaluated and reported accurately, turning results into practical learning and timely decisions.

- Lead forecasting, phasing and management of the legacy marketing expenditure budget, maintaining strong financial control and clear records of approvals and commitments.

- Use delegated authority and professional judgement to make timely decisions about campaign investment, optimisation and supplier performance, escalating where the level of risk or investment requires it.

- Present concise performance, risk and recommendation updates to senior stakeholders and decision-making forums.

- Work with Data and Technology colleagues to improve data quality, consent, processes and the effective use of CRM and reporting tools.

Agency, supplier and campaign governance

- Lead key relationships with creative, media, production, research and other specialist partners, setting clear expectations, agreed measures of success and ways of working, and holding suppliers constructively to account for the quality, timeliness, effectiveness and value of their work.

- Provide clear, evidence-led challenge to agency strategies, creative recommendations, media plans and proposed investment, ensuring that decisions reflect audience insight, organisational priorities and expected performance.

- Ensure campaign briefs, approvals, budgets, data use and decisions are documented and managed in line with procurement, legal, brand, fundraising and data-protection requirements.

- Work with contract owners and other internal teams on regular agency reviews, bringing clear feedback on the quality, effectiveness and value of work delivered for Legacy.

- Address delivery or performance concerns with agencies constructively and promptly, working with the relevant internal colleagues to resolve issues where needed.

- Ensure the responsible use of automation and AI in marketing activity, with appropriate human oversight, data protection and quality controls.

Leadership and collaboration

- Lead, coach and develop the Legacy Marketing team, creating clarity, accountability and a strong focus on outcomes.
- Set inclusive objectives, provide regular feedback, manage performance fairly and support individual growth and wellbeing.
- Plan team capacity and capability, lead recruitment and onboarding, and ensure effective delegation and succession planning.
- Build trusted relationships across the Legacy team, Income & Engagement and the wider Society, influencing priorities and resolving competing needs constructively.
- Deputise for the Head of Legacies & Special Events and represent legacy giving in internal and external forums where required.

We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Substantial experience of leading multi-channel marketing, fundraising or supporter-engagement activity, with evidence of setting direction and improving results.	A/I
Experience of using audience insight, data and testing to shape strategy, prioritise investment and optimise activity.	A/I
Experience of developing integrated supporter or customer journeys across digital and offline channels.	A/I
Experience of managing significant budgets and making evidence-led investment decisions.	A/I
Experience of leading external agencies or strategic suppliers, including setting briefs and performance measures, constructively challenging recommendations, managing underperformance and managing budgets and value for money.	A/I
Experience of leading, developing and managing people through change and competing priorities.	A/I
Working knowledge of UK data protection, direct-marketing and fundraising requirements relevant to the role.	A/I
Can turn complex evidence into a clear strategy, practical plan and focused priorities.	A/I
Communicates clearly and can influence, constructively challenge and build trusted relationships with colleagues, agencies and partners at different levels.	A/I
Uses sound judgement, identifies risk early and makes proportionate decisions.	A/I
Leads inclusively, sets clear expectations and supports others to perform and develop.	A/I
Balances creativity and innovation with disciplined testing, evaluation and delivery.	A/I
Can manage several complex workstreams without losing focus on quality, deadlines or outcomes.	A/I
Can engage with the subject of dementia and gifts in Wills with empathy, confidence and sensitivity.	A/I

Competencies & personal attributes	Application (A) or interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	A/I
Be a self-starter with a determination to make a difference.	A/I
Effective organisational and timekeeping skills.	A/I
Good attention to detail.	A/I
Non-judgemental communication.	A/I
Commitment to and understanding of equal opportunities.	A/I
Understanding of the inclusion agenda and its relevance within a diverse society.	A/I

Our benefits

Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contributions rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers

Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face coouselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy

Personal Development

- Apprenticeships
- Leadership development programme
- Financial support towards relevant professional qualifications

Family & Dependants

- Enhanced family leave - 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning

Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards

Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave