

Regional Legacy Giving Manager

Job description

Together we are help and hope for everyone living with dementia



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.

Regional Legacy Giving Manager

Position in the organisation

Reports to the Senior Regional Legacy Giving Manager

Manages a team of Legacy Giving Officers and Legacy Partnership Officers

Member of the Legacy Giving Team

Member of the 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.

The Regional Legacy Giving Manager will manage a team of regionally-based Legacy Giving Officers and Legacy Partnership Officers whilst working collaboratively across departments and directorates at all levels to maximise promotion of legacy giving opportunities both to external audiences and internally within the Society.

In this role, you will have overall responsibility for developing and managing all legacy giving activities in the North. You will provide one to one management support for their line reports and work closely with the Senior Regional Legacy Giving Manager to enhance and improve our regional legacy giving programme.

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

- Direct line management of regionally based Legacy Giving Officers (LGOs) and Legacy Partnership Officers (LPOs).
- Responsible for leading LGOs and LPOs in co-ordinating the delivery of legacy events and stewardship activities, alongside developing our Will offers and engagement with legal firms.
- Responsible and accountable for delegated expenditure budget for specific activities.
- Close working relationships with High Value Fundraising Team, Stewardship Team, Regional Engagement Team and Regional Operations Team.
- Responsible for meeting agreed annual targets for both legacy gifts and Will offer metrics across four regions delivered by a team of Legacy Giving Officers & Legacy Partnerships Officers.
- Ensure LGOs and LPOs deliver legacy events and legacy messages in a timely and uniform manner to agreed standards and expectations.
- Work with LPOs to continue growing the network of participating Will offer partners across England, Wales and Northern Ireland.
- Develop and deliver the stewardship plan ensuring ongoing engagement with all legators and enquirers by upgrading and conversion through the legacy cycle: enquirer, considerer, intender, pledger.
- Build and maintain the Society's relationships with supporters, using agreed methods to generate promises of gifts in Wills.

- Ensure that your line reports are keeping accurate donor database records so that the promotion and processing of all enquiries/pledges/gifts is carried out consistently, in keeping with best practice and in compliance with Society policy and data protection laws.
- Provide statistical and narrative reports on Team North's legacy activity each month and as otherwise required.
- Provide appropriate legacy fundraising awareness training to staff where this upskilling will lead to supporter referrals for the legacy pipeline.
- Ensure LGOs and LPOs maximise opportunities presented by regional fundraising and volunteer networks.
- Provide support, development, inspiration, challenge, direction, and recognition to line reports.
- Adhere to Alzheimer's Society Managers charter to deliver great results by leading by example and setting clear expectations.
- Responsible for recruiting, welcoming and inducting new team members ensuring they have the right resources, tools and support networks they need to operate safely and effectively whilst in post.
- Responsible for developing our people, managing great and poor performance or behaviours.
- Undertake any other tasks, duties or projects which may arise from time to time which are commensurate with the general level of this post.

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)
Existing experience and/or the required skills to manage and motivate a team to achieve targets.	A/I
Proven track record in meeting or exceeding targets.	A/I
Experience of analysing information and make objective decisions based on outcome.	A/I
Experience of using influencing and negotiating skills effectively.	A/I
Good planning and personal motivational and organisation skills.	A/I
Excellent time management and prioritisation skills.	A/I
Self-motivated, ambitious and able to work independently, use own initiative with low level of supervision.	A/I
Proven experience of building rapport within a one-to-one relationship with customers/supporters, discussing technical issues and combining persuasiveness with great sensitivity.	A/I
Experience of managing events, ideally in a charity fundraising environment.	A/I
Excellent presentation (both in person and virtually to large audiences), verbal and written communication skills.	A/I
Experience of working in a complex, multi-disciplinary organisation within the not-for-profit sector.	A/I
Experience and knowledge of Windows, MS office and CRM databases.	A/I
The ability to travel independently around the UK including occasional overnight stays as required.	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 and incredibly motivated.	A/I
Excellent organisational and timekeeping skills.	A/I

Excellent 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 contribution 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 counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- Women in Leadership development programme
- 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