

Legacy Supporter Engagement Manager

Duration:	6-month contract
Salary:	£42000
Job Level:	Level 4
Hours:	35 hours per week. Other flexible arrangements will be considered
Disclosure Level:	Basic. This role may involve some direct / indirect work with children
Reports to:	Senior Supporter Engagement Manager
Location:	Office/ home based and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to create a better world for children. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Gifts in Wills team sits within our Supporter Engagement department and acts as the primary liaison with UNICEF UK's legacy supporters. This small team raises around £7 million a year for children, from our most engaged and committed supporters. Through cultivating deeper relationship with these people who have chosen or are thinking about leaving a gift in their will, this team builds lasting relationships to change the lives of children all over the world.

ABOUT THE ROLE

UNICEF UK is seeking a highly motivated and talented Legacy Supporter Engagement Manager to join our team for a 6-month contract. In this role, you will help us to launch and deliver our new 5-year legacy strategy. You will be responsible for developing and implementing ways to engage and steward legacy supporters, ensuring their long-term commitment to UNICEF's vital work for children worldwide during this crucial period.

What we will expect you to achieve

- Develop and implement key legacy supporter engagement approaches, including personalised communications, stewardship events, and recognition approaches for legacy audiences.
- Build and maintain strong relationships with legacy supporters acting as their primary point of contact and providing an exceptional stewardship service.
- Proactively identify and cultivate potential legacy supporters through research, data analysis, and relationship building.
- Manage and track Key Performance Indicators (KPIs) related to the legacy stages, focusing on the interactions that build commitment and loyalty.

- Collaborate with other departments, including Marketing, Communications, and fundraising, to ensure a consistent and integrated approach of our legacy supporter journeys
- Build strong relationships with internal stakeholders across departments (e.g. Fundraising, Marketing, Communications, Legal) to ensure alignment and effective collaboration on legacy fundraising initiatives.
- Develop and deliver training to internal stakeholders on legacy fundraising best practices, including identifying and cultivating potential legacy supporters, communicating with legacy donors effectively, and understanding relevant legal and ethical considerations.
- Stay abreast of best practices in legacy fundraising and supporter engagement.
- Represent UNICEF at relevant events and conferences as required.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.
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BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards creating a better world for every child.
- Values the opinions and needs of children and young people and puts them at the centre of all decision making.

Communicating, negotiating, and influencing

- Presents and conveys complex information using a variety of methods to engage varying audiences in a complex stakeholder environment to deliver messages clearly and with impact.
- Proven ability to build and maintain strong relationships with high-net-worth individuals and organizations

Achieving Change

- Strong organisational and project management skills with the ability to deliver results within a defined timeframe
- Challenges accepted ways of working where needed, and demonstrates flexibility, adaptability, and a solution focused approach to overcoming barriers to change

Relevant experience

- Experience in fundraising, with a focus on legacy giving
- Proven ability to build and maintain strong relationships with high-net-worth individuals and organisations.
- Experience in training and mentoring staff on fundraising topics.
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Specific knowledge and skills

- Knowledge of estate planning and charitable giving
- Excellent written and verbal communication skills