

LEGACY & RELATIONSHIP FUNDRAISER

Job Level	3	Kornferry Function	Completed by Reward
Directorate	Marketing, Fundraising & Comms	Function/Service	Supporter-led Fundraising (SLED)
Direct Reports	NA	Indirect Reports	+50 volunteers
Line Manager Title	Relationship Manager (North)	Budgetary Responsibility	Up to £200K

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. [Our Leadership Framework - RedRoom](#), along with [Our values and behaviours - RedRoom](#) and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about [Equity, Diversity & Inclusion \(EDI\) at the British Red Cross - RedRoom](#) here.

Role description:	
Purpose	The role is responsible to build relationships with supporters and volunteers, ensuring excellent supporter experience in the Channel Islands. You will proactively research opportunities, as well as ensure you are well placed to take advantage of emergent Tier 3 & 4 reactive opportunities to raise income and grow relationships with potential and existing supporters. Donor types include volunteers, individuals, community groups and regional corporates. This role will also have dotted line responsibilities to the Senior Community Legacy Manager who will oversee their accountabilities for legacy activities in the area. The role will be responsible for supporting legacy fundraising and relationship development in the area through supporting bespoke legacy events and effective stewardship.
Key Responsibilities <i>Under maximum of 4 headings with a maximum of 6 bullets per heading</i>	Relationship Fundraising • Contribute to and deliver against annual budgets, targets, and plans. • Drive growth in our key income streams of fundraising volunteers, SME corporate partnerships and supporter led fundraising individuals and groups. Manage multiple priorities simultaneously while providing the highest level of stewardship to all supporters. • Ensure you are well placed to take advantage of emergent reactive opportunities to raise income and grow relationships with potential and existing supporters. • Provide, guide and facilitate supporters with a choice of how they fundraise for the British Red Cross. • Work with fundraisers and staff across other departments to maximise relationships with our supporters and our colleagues' support for fundraising beyond first action. • Ensure readiness to respond to Emergency Appeals at short notice by sharing relevant and up to date messaging on the appeal, expert stewardship and strategic outreach to key supporters maximising the success of the appeal Legacy Fundraising

	• Working with the Senior Community Legacy Manager for increasing the number of those interested in leaving a legacy, converting those intending to do so, and retaining those who have already done so. • Support the Community Legacy Manager for the South-West of England on aspects of legacy relationship fundraising within the Channel Islands. • Support the Community Legacy Manager and the Senior Community Manager in the development of legacy events and fundraising activities • Support a stewardship programme for legacy pledgers within their areas that will confirm their legacy intentions and offer them further opportunities to become more closely involved with the British Red Cross, with the aim of retaining their legacy gift and potentially increasing its value. • Contribute to legacy initiatives as requested by the Senior Community Legacy Manager or the Head of Legacies Finance & Admin Management • Closely monitor income and expenditure for relationship area and reforecast throughout the year. • Develop and implement contingency plans if identified markers are not met • Contribute to departmental income reporting, budgeting and forecasting. Ensuring pipeline is kept up to date across all income streams. • Ensure that all activities comply with GDPR guidance, Fundraising Regulator's Code of Conduct, British Red Cross' policies and procedures and demonstrates best practice. Team Member • Actively participates in all team meetings. • Supports other team members. • Work and behaves in accordance with all BRC policies and procedures. • Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic). The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.
Know-how <i>From your overall 'Know-how' description, please indicate clearly which are 'Essential Criteria' (no more than 6) and which are 'Desirable Criteria' (no more than 3) – these will then be used in recruitment (for advertising and shortlisting purposes)</i>	<i>Essential Criteria</i> • <i>Confident communication skills both on the telephone and face to face that are clear and persuasive. Able to communicate with groups and individuals from diverse backgrounds.</i> • <i>Ability to take a pro-active approach to work and responsibility for own workload</i> • <i>Ability to manage volunteers and volunteer groups and committees</i> • <i>Proven track record of delivering fundraising activity</i> • <i>Experience of preparing, working to, monitoring, and reporting on targets, events and activities.</i> • <i>Excellent written and verbal communication skills</i> <i>Desirable criteria</i>

	• <i>Ability to write clear and appropriate communications which are appealing and easy to read and understand</i> • <i>Experience of customer service or stewardship</i> • <i>Experience of CRM use</i>
Additional Requirements	• <i>Ability to work effectively remotely with colleagues across various geographical locations</i> • <i>Occasionally to work outside of working hours, evenings or weekends.</i> • <i>Able to travel around the UK and stay overnight where appropriate</i> • <i>Hold a full driving licence and able to use their own car for work-related travel (mileage will be reimbursed and use of hire cars is encouraged for longer journeys)*</i>

Pre Engagement Checks Highlight bold as required	
DBS- England & Wales	None
PVG- Scotland	None
Access NI- Northern Ireland	None
Driver Check	YES
International Roles Only	
International Police Check	No
International Driving Licence for manual cars	No

Role Reference		Review Date	
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.