

Legacy Marketing Executive

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.

Legacy Marketing Executive

Position in the organisation

- Reports to the Legacy Marketing Manager.
- Member of the Legacy Marketing team.
- Part of the Income and Engagement directorate.

Purpose of this role

Only together can we beat dementia – by giving vital support to those who need it, funding groundbreaking research, and campaigning to make dementia the priority it should be.

Gifts in Wills fund over a third of all the Society's work. Every day, you'll be contributing towards ending the devastation caused by dementia, by providing marketing support and project management of campaigns that promote gifts in Wills and our free Will-writing service.

Working with internal teams, external suppliers and agencies, you'll oversee the implementation of legacy marketing plans across multiple channels. As part of our wider fundraising strategy, you'll be driving future sustainable income by increasing the number of gifts in Wills left to the Society.

We're 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

- Personal ownership of developing and delivering effective multi-channel marketing communications, campaigns and projects. This includes creative development, targeting strategy, data selection and segmentation, planning fulfilment, and monitoring results.
- Briefing, performance management, and relationship building with key external suppliers (e.g. creative/media agencies, mailing/fulfilment houses) and internal marketing teams (e.g. database, web and digital, supporter care, insight and other fundraising teams) to deliver marketing campaigns and projects.
- Continual monitoring of campaign expenditure and results in line with targets e.g. ROI and response rate. Conducting rigorous post-campaign evaluation to make recommendations for future testing.
- Meeting cross-team KPIs including legacy enquirers, considerers, intenders, pledgers, and free Will-writing service sign-ups.
- Utilising insight and analysis to identify trends and opportunities, champion the needs of the supporter, and lead on innovation within your areas of responsibility.
- Contributing ideas to the development of the legacy giving strategy and plans, and inputting to the annual budget planning process.
- Building an excellent close working relationship with the Regional Legacy Giving and Legacy Case teams – providing marketing support and facilitating ongoing stewardship of legacy supporters.
- Ensuring all work and materials produced are compliant, following external and internal regulations and guidelines (e.g. data protection, Fundraising Regulator, logos, required copy, brand guidelines, use of fundraising database).

- Proactively keeping abreast of competitor activities, new initiatives and sector trends and use these to proactively suggest improvements and innovations in your campaigns and projects.
- Consistently displaying passion and knowledge for best practice marketing and communication principles
- Displaying professionalism as a representative of the Legacy Marketing team in internal and external meetings

We are looking for someone who can...

- Adhere to all the Society's policies and procedures.
- Comply with the data protection regulations, ensuring that information 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)
Experience of developing and delivering complex direct marketing communications – both offline and digital.	A/I
Direct experience of working in a Legacy Marketing, Individual Giving or Direct Marketing team within a charity.	A/I
Detailed understanding of acquisition and retention techniques.	A/I
Up-to-date knowledge of the fundraising sector and a demonstrable interest in legacy fundraising.	A/I
Proactive approach to making improvements, including experience of delivering A/B testing and innovation.	A/I
Experience of data segmentation and planning, campaign analysis and optimisation.	A/I

Experience in using Microsoft Office, with particular emphasis on using Microsoft Excel.	A/I
Experience in using CRM and Email Marketing software.	A/I
Strong creative judgement and understanding of key marketing and communications principles.	A/I
Experience of managing day-to-day relationships with agencies and suppliers (e.g. print, creative, media, telemarketing)	A/I
Working knowledge of data protection regulation and industry best practice including GDPR.	A/I
Able to undertake occasional travel and 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