

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Head of Individual Giving and Legacies	PAY BAND:
FUNCTION:	Fundraising, Brand and Marketing	Support Delivering Specialist/Managerial Technical Lead/Function Head Senior Leadership Team
THE TEAM:	The Individual Supporters team raises money to give young people the opportunity to succeed by developing and delivering our individual giving (IG), legacies, and mass events programme.	

WHERE YOU WILL FIT

Director of Brand & Marketing	Senior Head of Individual Supporters and Events	Head of Individual Giving and Legacies	Individual Supporters Manager	Individual Supporters Executive
			Legacies Manager	

HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

Young people need us more than ever and we will be there for them. Your role plays a critical part in generating vital funds to transform the lives of thousands of young people every year. You will work alongside the Senior Head of Individual Supporters and be responsible for developing and implementing our Individual Giving and Legacy strategy, which is a key growth area for The King's Trust as we seek to increase our unrestricted, mass sources of income.

WHAT WILL YOU DO?

-  Work with the Senior Head to design the IG and Legacy strategy, before taking ownership for the development and implementation of both strategies on an ongoing basis.
-  Design and implement compelling IG campaigns that encourage existing supporters to engage again and recruit new supporters, to increase our unrestricted income.
-  Grow the number of legacy pledges and enquiries year on year via ongoing 'drip-feed' communications and targeted campaigns to legacy prospects.
-  Work with Supporter Care colleagues to design and implement effective welcome and stewardship journeys so that supporters feel valued and engaged with our work.
-  Work with the Senior Head to innovate, test and market new products to boost individual supporter acquisition.
-  Effectively manage a team of fundraisers, inspiring them to achieve their very best so that donors have a brilliant experience with us and want to keep supporting the Trust.
-  Ensure supporter data is collected and managed on our fundraising database to a high standard.
-  Identify and develop opportunities for cross-selling IG & Legacy activities to other audiences across the Trust, e.g. Corporate, Mass Events & Philanthropy.
-  Work with the Senior Head to manage new supplier relationships, e.g. creative agencies, to ensure we obtain the best value and outputs from our external colleagues.
-  Prepare regular income forecasts and other budget reports, including expenditure reconciliations.
-  Responsible for actively contributing to an equitable, diverse, and inclusive workplace.



THE SKILLS YOU'LL BRING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
An excellent knowledge, and track record, of managing individual giving fundraising, including legacies.	To develop, implement and lead our approach to individual giving and legacies at The King's Trust.
Exceptional direct marketing skills with the ability to deliver products and campaigns which inspire people to become long-term supporters of The King's Trust.	This is a key area of growth for the charity, so we need you to help lead our individual supporter planning and implementation.
Strong project management skills.	There will be many varied activities being undertaken in the programme so the ability to manage multiple dependencies and relationships will be key.
Understanding of the key principles of individual giving and legacy fundraising.	Understanding what attracts and retains supporters and how to increase unrestricted and pledged income will be crucial to this role.
Excellent relationship management and communication skills, with the ability to relate to, and persuade people at all levels.	To develop relationships with supporters and colleagues across the organisation to ensure fundraising is embedded within the Trust.
Experience	Why do we need this?
Successful, proven experience as an accomplished IG and legacy fundraiser.	To develop, implement and lead our approach to Individual Supporter fundraising at The King's Trust.
Experience in designing and implementing stewardship activities.	Retaining and developing donors will be key to our success so good stewardship is vital.
Experience in delivering on time and to budget in a target-driven environment.	To be able to deliver specific, agreed objectives for the team.
Understanding of brand strategies and experience in building IG and legacy campaigns to align with organisational brand vision and messaging.	To ensure that we are being consistent with our messaging and building an understanding of our work and propensity to support across all areas.

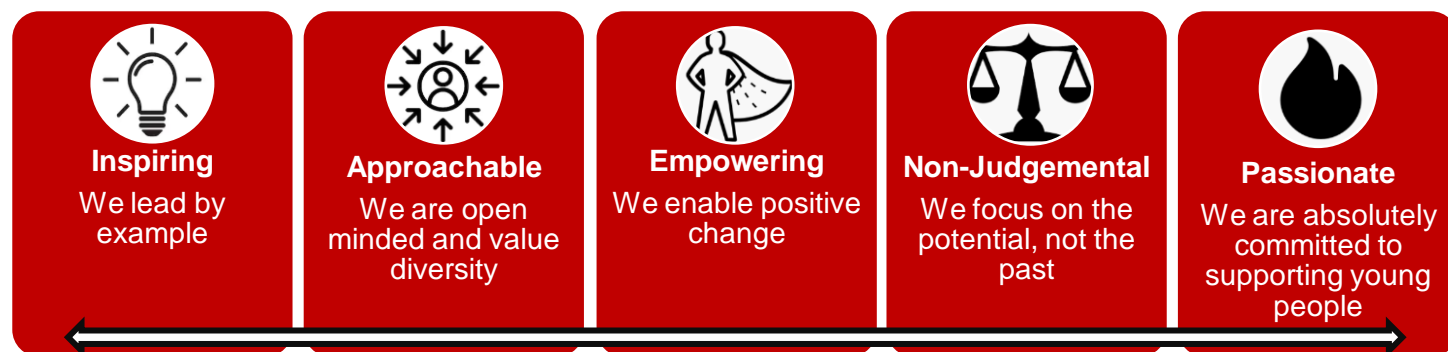
WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience in using a charity CRM system such as Raiser's Edge.	To ensure we are handling supporters' data to high standards and getting the most from our data reporting and analysis.
Experience in working with external partners (e.g. creative agencies).	We are likely to partner with external organisations to deliver our strategy so understanding how to get the best from those relationships will be valuable.
Demonstrable experience in effective leadership, including remote management of a team.	We will need you to develop and support your team to implement and deliver the IG and Legacy plans.
Skills & Knowledge	Why do we need this?
Knowledge of IG fundraising via external platforms, e.g. Facebook.	We will be looking at new ways to recruit donors to the Trust, so your ability to plan and implement activity via third-party platforms would be an advantage.
Knowledge of interpreting audience insight and campaign performance data	To ensure that we are basing our fundraising work on audience insight and that we undertake and use analysis and evaluation of our activity to inform plans and campaigns.

WHAT DO WE EXPECT FROM YOU?

OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.



Here at The King's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQIA+ Network). For more information, [click here](#).

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works at a technical lead or head of level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
<p>You inspire others through passion for what we do.</p> <p>You keep young people and our end goal in mind.</p> <p>You instil trust in others through consistency, professionalism and being accountable for team success.</p> <p>Resilient and determined in the face of challenges.</p> <p>You're authentic, bringing unique talents to work and encouraging others to do the same.</p> <p>Role models integrity and acts according to our Values</p>	<p>You understand the internal & external factors that demand change and innovation from The Trust</p> <p>You lead change processes with skill & positivity and help others see the benefits and opportunities.</p> <p>You take an entrepreneurial approach to improve how we do things.</p> <p>You take steps to further own development, coaching others to do the same.</p> <p>You encourage a culture of constant improvement.</p> <p>You role model a positive & constructive approach to giving and receiving feedback</p>	<p>You're approachable, clear, and inspiring.</p> <p>You effectively communicate information throughout The Trust</p> <p>You challenge the thinking of others and raise issues in a diplomatic, non-judgemental way.</p> <p>You seek to understand multiple perspectives, listening to others' concerns or barriers before responding</p>	<p>You role model effective and mutually supportive teamwork with colleagues</p> <p>You bring the team together in pursuit of shared purpose.</p> <p>You manage relationships with multiple stakeholders, gaining buy-in and balancing their different priorities.</p> <p>You share knowledge and information.</p> <p>You build a broad range of trusting relationships both across The Trust and externally.</p> <p>You have a broad organisation knowledge and awareness of how actions in one team will affect others</p>	<p>You translate The Trust's vision into a vision for your own team, making long-term plans and setting goals accordingly.</p> <p>You make decisions through establishing facts, considering consequences, and making sound judgements.</p> <p>You address obstacles, finding workable solutions.</p> <p>You set quality standards & challenge others to maintain them.</p> <p>You empower the team and place trust in them to take ownership and deliver results.</p> <p>You manage resources to maximise their impact and deliver results</p>

THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks per the Codes of Practice

for all roles within The Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.