

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Individual Giving & Legacies Executive	PAY BAND:
FUNCTION:	Fundraising, Brand & 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, legacies, and mass events programme.	

WHERE YOU WILL FIT

Senior Head of Individual Supporters & Events	Head of Individual Giving & Legacies	Individual Giving Manager Legacy Manager	Individual Giving & Legacies Executive
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HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

Young people need us more than ever and we will be there for them. Every year, we need to raise around £60m. You will play a critical part in raising the money we need to help young people. You'll be responsible for implementing our individual giving plans, inspiring people to become regular supporters of The King's Trust.

WHAT WILL YOU DO?

-  Plan and manage end-to-end fundraising campaigns, from developing concepts through to delivery, coordinating stakeholders and evaluating post-campaign results, while ensuring timely delivery.
-  Monitor and analyse the performance of Individual Giving and Legacy activities and campaigns, using insight to identify and implement opportunities for improvement.
-  Work collaboratively with internal teams (i.e. Marketing, Communications, Data and Supporter Care) to coordinate fundraising activity.
-  Support the growth of our individual giving audience by contributing to planning and delivery of recruitment campaigns, targeting new and existing supporters.
-  Proactively contribute ideas to plans to grow new sources of income from individual supporters & Legacies.
-  Brief and coordinate with external suppliers (mailing houses, agencies or copywriters) as needed.
-  Produce compelling supporter communications and stewardship journeys across a range of digital and offline channels for both existing and prospective supporters.
-  Lead on and assist with the planning and delivery of supporter facing events.
-  Provide high-quality administrative support for the team including updating the CRM database, directing emails to appropriate contacts and responding to supporter queries.
-  Help embed stewardship values for the Individual Giving and Legacy audiences, ensuring a consistently excellent supporter experience.
-  Provide financial and administrative support to the Individual Giving and Legacy Managers, including but not limited to raising purchase orders, submitting invoices for payment, maintaining accurate budget and expenditure trackers, supporting effective financial management across the campaigns.
-  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?
Strong written and verbal communication skills.	To be able to communicate effectively with stakeholders including colleagues, and to inspire supporters to take action in supporting The King's Trust.
Excellent organisation and project management skills, with an ability to think independently and proactively anticipate needs or challenges.	To be able to manage multiple projects across both fundraising streams, including campaigns, acquisition work and stewardship activities.
An ability to build strong working relationships and manage a broad range of stakeholders.	To be able to work effectively with multiple stakeholders including colleagues across our fundraising teams such as Supporter Care, Fundraising Data and Insights and Marketing.
Experience	Why do we need this?
Experience of direct marketing including delivering mailings to customers/supporters.	To successfully deliver individual giving direct marketing campaigns.
Experience of developing stewardship plans and communications for customers/supporters.	To develop and deliver stewardship communications and campaigns for our individual giving audiences.
Experience developing impactful, engaging copy to inform and inspire.	To be able to directly develop, brief and feedback to third parties, leading to compelling communications which help recruit and gain supporters.
Experience of delivering success within a target driven environment.	To be able to deliver clear objectives developed and agreed for our individual giving activities.
Experience of analysing and organising data and presenting clear, actionable recommendations.	To successfully handle data to develop, deliver and learn from our individual giving campaigns and activities.
Experience of using email, internet, word-processing and presentation packages, accurately and with good attention to detail.	A wide range of software and application are used on a daily basis within the team and for this role.

WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience of planning and delivering supporter or customer facing events.	To support the Legacy Manager with delivering supporter facing events.
Experience working with a customer/supporter database or CRM system.	To ensure that our supporter's data is captured appropriately in line with their expectations and to support programme activity.
Skills & Knowledge	Why do we need this?
Knowledge of the rules and regulations surrounding charity donations, such as the core principles of fundraising including ethical considerations, Code of Fundraising Practice, Gift Aid compliance and Data Protection legislation including GDPR.	To ensure that our fundraising activity is delivered to a high ethical standard and complies with all relevant sector regulations and legislation.

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.

 Inspiring We lead by example	 Approachable We are open minded and value diversity	 Empowering We enable positive change	 Non-Judgemental We focus on the potential, not the past	 Passionate We are absolutely committed to supporting young people
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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 in the delivery 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 build trust in others by demonstrating reliability</p> <p>You engage in challenges with optimism and resilience</p> <p>You're authentic and bring your unique talents to work, encouraging others to do the same</p>	<p>You seek out opportunities afford by change, adapting accordingly and to enhance own development and build expertise.</p> <p>You suggest improvements and alternative approaches wherever appropriate</p> <p>You give and receive feedback, harnessing new information to improve your own performance</p>	<p>You're approachable, clear and professional</p> <p>You treat people as individuals, tailoring communication and influencing style accordingly.</p> <p>You communicate difficult messages and challenge others' thinking effectively</p> <p>You listen to others with empathy and sensitivity</p> <p>You act as an ambassador for The Trust whenever communicating externally</p>	<p>You offer support to colleagues and ask for help when needed</p> <p>You manage the expectations of others, gaining buy-in where required</p> <p>You share knowledge and information</p> <p>You build relationships with others across The Trust and externally, where appropriate</p> <p>You act as an ambassador for your own team across The Trust</p>	<p>You manage projects effectively; planning, organising resources and reprioritising as required</p> <p>You monitor progress towards milestones, taking actions to ensure deadlines are met</p> <p>You make effective, data-driven decisions, considering consequences and consulting with others where appropriate</p> <p>You take the initiative to solve problems and develop several potential solutions</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.