

## Candidate Information

<b>Position:</b>	Development Manager - Legacies(DARO)
<b>School/Department:</b>	Development & Alumni Relations Office
<b>Reference:</b>	22/110311
<b>Closing Date:</b>	Tuesday 1 November 2022
<b>Salary:</b>	£35,333 - £42,155 per annum (pro rata)
<b>Anticipated Interview Date:</b>	Friday 11 November 2022
<b>Duration:</b>	Permanent

### JOB PURPOSE:

The postholder will play a central role in step-changing the level of philanthropic income received by Queen's University to advance research, teaching and to support the transformation of the Queen's University campus. Queen's University has been fortunate to receive substantial financial support through legacy gifts in recent years, and the successful candidate has a significant opportunity to develop a legacy strategy which builds on successes to date and realises the philanthropic potential of legacies from the Queen's University community.

Working in close partnership with the Head of Major Gifts, the wider fundraising team and colleagues across the University, the postholder will develop a substantial pipeline of legacy gifts for specific and unrestricted purposes.

### MAJOR DUTIES:

1. Develop, deliver, adapt, report on and evaluate the long-term legacy marketing strategy for Queen's, aligned to the Directorate's ambitions to substantially grow income from philanthropic sources over the next 5 years.
2. Collaborate with colleagues across DARO and the wider university to ensure legacy marketing opportunities are maximised at every appropriate opportunity. Prepare and provide full and detailed briefing materials for senior management as required.
3. Act as the primary point of contact for those who have pledged a legacy gift or have indicated an interest in making a legacy gift to the University ensuring these individuals are cultivated and stewarded effectively.
4. Act as the primary point of contact for solicitors, executors and next of kin regarding the settlement of legacy estates, to include acknowledging payments, dealing with any queries and producing reports to illustrate the impact of related legacy gifts.
5. Work closely with colleagues across the university to ensure legacy gifts are received in a timely manner and allocated effectively in line with the donor's wishes.
6. Work with the DARO Communications team to create legacy marketing materials – both in hard copy and digital media – to deliver dedicated marketing campaigns and ensure the success of those campaigns can be effectively measured.
7. Establish systems and processes to measure the impact of marketing activities to deliver greater efficiency and effectiveness.
8. Provide accurate forecasts of projected legacy income, based on pledges and notifications pipeline work and develop reports and analysis using NXT to better inform decision-making and targeting.
9. Lead on the development of up-to-date legacy content, such as impact stories, for use in internal and external communication channels, including the DARO website.
10. Develop and maintain strong working relationships with external organisations in Northern Ireland and beyond (to include sitting on any relevant forums) to represent the University and ensure the University is up to date with any important legal changes and/or important sector changes or trends relating to legacy giving.
11. Manage and promote the Lanyon Society, which represents those who have made provision for a charitable gift to Queen's in their Wills.
12. Represent the Directorate across Queen's as the University's authority on legacy fundraising, to promote greater understanding of the power of legacy gifts amongst colleagues.
13. Develop and maintain relationships with probate solicitors and tax advisors both inside NI and further afield in order to raise the profile of Queen's University.

14. Any other duties that fall within the general ambit of the post.

**ESSENTIAL CRITERIA:**

1. Minimum of a degree (or equivalent) Plus Experience\*  
OR  
Minimum of 4 years' relevant and direct experience of successful marketing or fundraising in a charity environment.
2. \*Minimum of 3 years' relevant and direct experience of successful marketing or fundraising in a charity environment.
3. Relevant experience of developing and implementing marketing plans.
4. Experience of budget management, monitoring and reporting on KPIs.
5. Approach to work must demonstrate the University Core values.
6. Proven ability to work on own initiative, delivering against pre-agreed objectives.
7. Demonstrable broad understanding of the different methods of making charitable gifts in Wills.
8. A high level of computer literacy.
9. Exceptional oral and written communication skills; superior interpersonal skills; confident and courteous
10. Proven ability to think strategically and to successfully manage multiple competing priorities.
11. Outstanding interpersonal skills with the necessary listening, facilitation, negotiation and diplomatic skills necessary to represent the University with those who wish to make a gift in their Will and their advisers.
12. Team player with strong relationship and confidence-building skills to ensure successful collaboration with colleagues within DARO and across the University.
13. Strong organisation skills.
14. Driving Licence and access to a car or ability to fulfil the mobility requirements of the post.
15. Willingness to travel internationally as required in accordance with needs of the role.

**DESIRABLE CRITERIA:**

1. Relevant experience of legacy marketing.
2. Minimum of 2 years' recent relevant legacy marketing experience in a charity environment.
3. Experience of developing and delivering integrated marketing campaigns across different media.
4. Relevant experience of fundraising in the Higher Education sector.
5. Connections to networks of professional fundraisers in the field of legacy fundraising.
6. Demonstrable knowledge of Raiser's Edge or other CRM database.
7. Demonstration of a personal commitment to and belief in the value of higher education.