

Person Specification

Job Title: Legacy Partnership Manager

The person specification sets out the skills, knowledge, experience, and personal attributes required to successfully undertake the role.

Criteria	Essential	Desirable
Qualifications & Knowledge		
Understanding of legacy fundraising and individual giving principles	X	
Knowledge of fundraising regulations and GDPR compliance in relation to donor communications	X	
Formal qualification in marketing, fundraising, or a related field		X
Knowledge of the charity and voluntary sector		X
Experience		
Proven track record of delivering successful legacy marketing or direct marketing campaigns	X	
Professional experience within a legal setting		X
Experience in donor stewardship and supporter engagement		X
Experience developing and delivering multi-channel marketing campaigns (including digital and social media)		X
Experience working with external partners, agencies, or suppliers to deliver campaigns		X
Experience within a fundraising or marketing role in a charity environment		X
Experience in developing annual plans or strategies to grow income		X
Skills & Abilities		
Excellent written and verbal communication skills with the ability to convey messages with sensitivity and clarity	X	
Strong project management and organisational skills, with the ability to manage multiple priorities	X	
Analytical mindset with the ability to evaluate campaign performance and adapt tactics	X	
Confident using CRM systems, marketing platforms, and Microsoft Office	X	
Ability to work both independently and collaboratively as part of a team	X	
Strong interpersonal skills to build positive relationships with supporters, colleagues, and external partners	X	
Personal Attributes		
Passionate about making a difference to the lives of older people	X	
Self-motivated, proactive, and results-driven	X	
Creative and flexible in approach	X	
Willingness to travel across three partnership locations of Leicester, Leicestershire, Coventry, Warwickshire, and Northamptonshire	X	
Travel to all three areas/locations, having your own vehicle with a full clean driving licence, along with the ability to gain business insurance, is essential	X	