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**About us**

Yorkshire Wildlife Trust is one of the region’s largest and oldest charities, starting life by taking on the ownership and management of Askham Bog nature reserve on the edge of York in 1946. It is one of the 46 Wildlife Trusts and the *Royal Society of Wildlife Trusts* that collectively form *The Wildlife Trusts Partnership*. Together, they are biggest organisation in the UK working solely for nature.

Today, we employ 190 staff, work alongside over 900 volunteers and are supported by nearly 44,000 members. We manage more than a hundred nature reserves covering just over 3,000 ha of land and work with many other land managers assisting them to improve wildlife on their land. We involve people in nature conservation through the simple inspiration of visiting a Trust nature reserve, through events, environmental education and community involvement. We communicate and advocate for nature across all of Yorkshire, not least through engaging and influencing the planning systems to help deliver YWT’s ambition for a nature-rich Yorkshire.

Our mission is to ***restore wildlife by making Yorkshire wilder together.***In pursuit of ourvision for, ***nature-rich and resilient land and seascapes stretching from the sea to cities and fells with healthy, thriving ecosystems meeting the needs of Yorkshire’s people and its wildlife.***

In 2020/21 we refreshed Yorkshire Wildlife Trust’s Strategy, to be bolder in our ambitions for a Wilder Yorkshire, from 2021 to 2025, we will focus on five delivery themes to:

* + Restore and Grow Wild Places;
  + Partner for a Wilder Yorkshire;
  + Create a Wilder Future;
  + Foster a One Trust culture; and to
  + Be Financially Strong and Sustainable.

# Job Description

Job Title: Legacy and In Memory Officer

Responsible for: Volunteers

Responsible to: Head of Fundraising

Location/based at: York, Stirley or Potteric Carr (Doncaster) with hybrid working (a mix of office and home)

Date last updated: 30 July 2025

## Main Purpose of the Role

## To initiate, manage and develop a comprehensive programme of cultivation and stewardship activities for legacy pledgers and In Memory donors ensuring this is coordinated with other fundraising and engagement activity across the Trust.

To provide comprehensive administration to support our Legacy and In Memory programmes including the accurate and timely recording of all legacy notifications, In Memory enquiries and being the main point of contact for all queries related to Legacy and In Memory giving.

## Tasks and Responsibilities

* To manage a planned programme of marketing and stewardship activities and communications to increase and enhance legacy and in memoriam income.
* To develop and manage a portfolio of donors and prospects to ensure the smooth running and development of the legacy programme, including research, cultivation, briefing and stewardship phases.
* To create and deliver legacy specific direct mail products to solicit both new and reconfirmation of legacy pledges, working collaboratively with the Fundraising Team.
* To work with the Head of Fundraising to deliver a research programme that identifies and helps to establish contact with new donors, keeping accurate and updated records of where these contacts may be realised to generate additional income to the Trust.
* To ensure a comprehensive relationship programme is in place with existing and potential legacy pledgers to add strength to the donor journey and build support for the work of the Trust.
* To grow and deliver the existing in-memory giving activities, continuing our In Memory proposition and owning the stewardship of supporters giving in this way.
* To work with the wider fundraising and engagement team to initiate and produce relevant and timely communications to inspire supporters to take action for wildlife.
* To engage local Funeral Directors and Solicitors, providing the resources to better support their customers who wish to support our charity, aiming to build connections and relationships in this area.
* To ensure that data held about supporters complies with data protection and is relevant, up to date and accessible to ensure Trust business can be conducted in the most efficient manner.
* To work closely with colleagues, specifically the regional operational teams, to ensure all opportunities for cross-functional cultivation and stewardship are identified and deliver best value for the supporter and the Trust.
* To work closely with the Head of Fundraising to implement a fundraising strategy that will improve the management of current sources of fundraised income, introduce new initiatives to grow income, and develop relationships through a carefully planned donor development programme.
* To keep up to date with best practice in fundraising and comply with relevant legislation and regulation, and to work within the organisation’s policies and procedures to ensure that good practice is observed and implemented across the organisation.

## Other

* Manage volunteers when required in line with Trust policies.
* Promote the Trust and partner organisations whenever possible.
* Demonstrate our Trust values every day behaving with courage, respect, and integrity whilst trusting others and taking responsibility for your actions at all times.
* Support and promote the Trust’s commitment to equality, diversity and inclusion.
* The Trust is committed to safeguarding and promoting the welfare of children, young people, and adults at risk and expects all staff and volunteers to share this commitment.
* Abide by all Trust policies.
* Undertake any other duties as requested by your line manager and in line with the post.

**Person Specification – Legacy and In Memory Officer**

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| **Experience** | **Essential/ Desirable** |
| **Experience working within a fundraising and/or marketing environment** | **Essential** |
| Proven experience of delivering a Legacy and In Memory giving programme in a third sector or not-for-profit setting | Essential |
| Substantial experience in a customer-focused role, and/or managing relationships with donors and supporters | Essential |
| Experience of working across multiple teams to coordinate fundraising and marketing activity and build common purpose | Desirable |
| Significant experience developing sensitive and timely communications, and collating inspiring content to create emotive storytelling | Essential |
| Some experience of budget management, financial monitoring and reporting | Desirable |
| **Knowledge and Skills** | **Essential/ Desirable** |
| Excellent oral and written communication skills with the ability to create inspiring communications that engage a variety of audiences and secure funding | Essential |
| Proven research skills to interrogate data and extract and make use of relevant information from multiple sources | Essential |
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| Excellent understanding of the inter-relationship between Legacy and In Memory fundraising and the relationship of this to other fundraising activities and the supporter journey | Essential |
| Skilled in building and maintaining trusted relationships with supporters and colleagues | Essential |
| Ability to prioritise and organise work and consistently deliver fundraising activities to time, cost and quality standards | Essential |
| Highly competent in use of Windows/Microsoft Office-based computing skills, including Word, Excel, CRM databases, email and the ability to learn new systems and software | Essential |
| Good understanding of the variety of income streams that the Trust might use and a proven track record of effective fundraising | Desirable |
| Good grasp of wildlife and nature conservation | Desirable |
| **Personal Qualities** | **Essential/ Desirable** |
| Natural communicator, highly articulate and able to convey information in a compelling and sensitive way to a range of audiences | Essential |
| Ability to work in a highly organised way whilst maintaining the flexibility to respond to opportunities to secure funding | Essential |
| Ability to work with independence, intelligence, drive and initiative | Essential |
| Flexible and able to adopt ideas and new ways of working | Essential |
| Seeker of new knowledge and learning and willing to share own knowledge and expertise | Essential |
| **Essential Qualifications/Requirements** | **Essential** |
| Able to travel across the region to meet with donors, supporters and colleagues all across Yorkshire | Essential |
| A degree or equivalent in a relevant discipline; marketing or fundraising qualification CIM/IDM/IoF or equivalent | Desirable |

## Terms and Conditions

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| Salary: | £27,526 to £30,811 per annum (pro-rata if part-time) |
| Hours: | Between 28 and 35 hours per week, Monday to Friday (contracted hours to be agreed upon appointment). The nature of the post’s duties may occasionally require evening and/or weekend work. Paid overtime is not available, but time off in lieu will be given for essential additional hours worked. |
| Contract | Permanent. A probationary period of 6 months applies, during which you will be required to complete all essential, mandatory training. |
| Flexibility: | Whilst ensuring the needs of the business and the role are met, the Trust endeavours to meet the flexible working needs of its employees. Depending on the nature of the role, the Trust offers hybrid working (a mix of office and at home). |
| Holidays: | 30 days per annum inclusive of 3 office/site closure days over the Christmas period, in addition to national public holidays, rising to 33 days after 5 years’ service. All leave is pro rata for part time employees. |
| Pensions: | You may be eligible to be auto enrolled into the Trust’s Pension Scheme. Terms of the scheme are available on request from Finance. |
| Cycle to work scheme: | The Trust runs a Cycle to Work Scheme. |
| Employee Assistance Programme: | The Trust provides an Employee Assistance Programme. This is a confidential service which aims to provide staff with support for a range of issues. |
| Health Questionnaire: | You will be asked to complete a health questionnaire in order to identify and support or adjustments you may require. |
| Equal Opportunities: | Yorkshire Wildlife Trust is committed to equal opportunities and appoints on merit. We welcome applicants from all sections of society regardless of gender, sexual orientation, race, disability, marital status, age and religion, perceived community background or political beliefs. |
| Place of Work: | The post will be based at either York, Potteric Carr near Doncaster or Stirley, near Huddersfield with opportunity for some hybrid working |
| Travel: | Public transport is encouraged although pool vehicles are available. In exceptional circumstances the use of the employee’s own vehicle may be necessary for business use, at a mileage rate of 45p per mile. |
| Training: | The Trust is fully committed to personal development and training. |