

About Cynthia Spencer

Cynthia Spencer Hospice provides specialist palliative care for people living with life-limiting illnesses across West Northamptonshire. Cynthia Spencer Hospice Charity works alongside the Hospice to raise the additional funds needed to support this vital care for patients and their families.

We are on an exciting journey to grow our income and reach more people across our community. Gifts in Wills play an incredibly important role in helping to secure the future of hospice care and we are looking for a dedicated Legacy Fundraiser to develop this important area of our fundraising.

About the role

The Legacy Fundraiser will take ownership of Cynthia Spencer Hospice Charity's legacy fundraising programme, developing activity that increases awareness of gifts in Wills, grows our pipeline of legacy supporters and provides excellent stewardship throughout their journey with us.

The role will oversee legacy activity from initial enquiry and pledge through to notified gifts and estate administration, building sensitive and trusted relationships with supporters, families, executors, solicitors and professional partners.

Working closely with colleagues across Income Generation, Marketing and Finance, the postholder will help build a strong legacy culture and ensure gifts in Wills remain an important and sustainable source of future income for hospice care.

Duties and Key responsibilities

- Develop and deliver an annual legacy fundraising plan to grow awareness, enquiries, pledges and future income.
- Act as the main point of contact for legacy supporters, providing warm, sensitive and personalised stewardship.
- Develop and manage the legacy supporter journey from initial enquiry through to ongoing pledger stewardship.
- Plan and deliver legacy marketing activity across print, digital, email, newsletters and campaigns, working closely with Marketing colleagues.
- Maximise opportunities through national initiatives including Hospice UK legacy campaigns and Remember A Charity Week.
- Build relationships with local solicitors, Will writers and other professional partners across West Northamptonshire.
- Develop talks, events and other opportunities to raise awareness of gifts in Wills with supporters and the wider community.
- Manage notified legacies from notification through to receipt, liaising appropriately with executors, solicitors, families and Finance.
- Maintain accurate records of legacy enquiries, pledgers, notified estates, expected income and payments received.
- Maintain and report on the legacy pipeline, agreed KPIs, campaign performance and income forecasts.
- Use data and insight to identify opportunities and continually improve legacy fundraising activity.
- Develop understanding and confidence around legacy giving across the Charity, supporting colleagues to recognise appropriate opportunities.
- Keep up to date with legacy fundraising best practice, regulation and relevant developments within the sector.
- Represent Cynthia Spencer Hospice Charity professionally and positively at all times.

About You

Experience and Knowledge

Essential

- Experience in fundraising, supporter engagement, relationship management or a relevant customer-facing role.
- Experience of developing and maintaining strong relationships with individuals and external stakeholders.
- Experience of managing projects, campaigns or an area of work from planning through to delivery.
- Experience of using databases/CRM systems and maintaining accurate and confidential records.
- Understanding of excellent supporter stewardship and the importance of developing long-term relationships.

Desirable

- Experience of legacy fundraising, legacy administration or Individual Giving.
- Understanding of Wills, probate and estate administration.
- Experience of working with solicitors, Will writers, executors or other professional advisers.
- Experience within a charity, hospice or healthcare environment.
- Knowledge of fundraising regulation and the Code of Fundraising Practice.

Skills and Personal Qualities

- Excellent relationship-building and communication skills, with the ability to establish trust and rapport.
- A warm, compassionate and sensitive approach, particularly when discussing Wills, illness, death or bereavement.
- Excellent written and verbal communication skills.
- Strong organisational skills with the ability to manage a varied workload and competing priorities.
- Proactive and self-motivated, with the confidence to take ownership of an area of fundraising.
- Excellent attention to detail, particularly when dealing with financial, legal and supporter information.
- Confident working with data and using insight to inform activity.
- Comfortable developing relationships with professional partners and speaking to individuals or groups.
- Collaborative and able to work effectively across different teams.
- Diplomatic, discreet and able to maintain confidentiality.
- Creative, enthusiastic and motivated to grow legacy giving.
- Passionate about the work of Cynthia Spencer Hospice and the difference hospice care makes to local people and their families.

General Responsibilities

The postholder will:

- Work within and promote the Charity's values, policies and procedures.
- Maintain confidentiality and comply with data protection requirements.
- Take responsibility for their own professional development.
- Attend relevant meetings, training and Charity activities.
- Work collaboratively with colleagues and contribute positively to the wider organisation.
- Undertake any other reasonable duties appropriate to the level and responsibilities of the post.

We are an equal opportunity employer and welcome applicants from all backgrounds who meet the requirements of the role. We celebrate diversity and are committed to creating an inclusive environment where everyone can thrive.

Please note we will review applications as they are received, and we may close the application process early at our discretion.

