

Legacy and In Memory Fundraiser

Role Description

Job Title: Legacy and In Memory Fundraiser

Location: Northfleet and home working (hybrid)

Reports to: Head of Fundraising

Salary: £26,000 - £30,000 per annum, depending on experience

Contract Type: Permanent - Full-time

Hours: 37.5 hours per week based around core office hours Monday-Friday, 9:00am-5:00pm, with occasional evening and weekend events.

Application closing date: 17 August 2025

Interviews: w/c 25 August 2025, second round w/c 1 September 2025

Who we are

ADSS (Alzheimer's and Dementia Support Services) believes in enabling those who live with dementia to live well. ADSS is Kent's biggest independent charity dedicated to providing support to people affected by dementia. Following a significant expansion in 2022, the team is now supporting more people than ever before. We are currently Kent Charity of the Year and Kent Disability Charity of the Year and have a proven track record in delivering high impact services.

Summary of the role

The Legacy and In Memory Fundraiser will develop and lead on strategies to grow two vital income streams. This role will be instrumental in ensuring long-term sustainability for ADSS by inspiring supporters to leave a gift in their will or donate in memory of a loved one.

Main purpose of job

The Legacy and In Memory Fundraiser will lead the development and implementation of strategies to grow income from gifts in wills and in-memory donations. With a focus on both acquisition and engagement, this role is centred on building meaningful, compassionate relationships with supporters—encouraging them to consider leaving a legacy or making a donation in tribute to someone special. Through sensitive communication, targeted campaigns, and thoughtful stewardship, the fundraiser will support individuals in honouring their values or the memory of a loved one, while

generating essential long-term income to sustain and advance the charity's work.

The Role Responsibilities

- Develop and implement a legacy fundraising strategy to increase pledges and confirmed legacy gifts.
- Inspire legacy giving; create engaging campaigns and materials that encourage supporters to include a gift to ADSS in their will.
- Steward legacy supporters with care, ensuring long-term engagement and loyalty.
- Work closely with legal representatives and executors to ensure timely and sensitive management of legacy gifts.
- Build relationships with potential legacy donors through sensitive and well-informed communication.
- Develop and manage an in-memory fundraising programme that offers meaningful ways for supporters to honour loved ones.
- Support families and friends who wish to give in memory of loved ones, offering tailored and sensitive communication.
- Create engaging communication, content and materials for in-memory fundraising across multiple channels
- Ensure that legacy and in memory income from all channels and sources is coded and thanked in a timely manner and in accordance with relevant legislation and best practice.
- Create supporter journeys that provide empathy and support, encouraging long-term involvement.

Cross-Team Collaboration & Development

- Agree and monitor KPI's and budgets.
- Use supporter data and insight to inform strategies and measure impact.
- Monitor sector trends and innovations in legacy and in-memory giving to shape plans and identify new opportunities.
- Communicate with wider team to encourage promotion of legacy and in memory giving.

Donor Database Management:

- Maintain and update our donor database, ensuring accurate records of donations, communications, and engagement history.
- Analyse giving performance and optimise programmes based on insights

- Track progress towards fundraising goals, preparing regular reports for senior leadership and stakeholders.
- Work within GDPR and the Fundraising Code of Practice at all times.
- Use CRM system to track donor journeys, manage pledges, and identify opportunities.

This job description is not exhaustive and serves only to highlight the main requirements of the post holder. The Chief Executive Officer may stipulate other reasonable requirements.

THIS POST IS SUBJECT TO A DISCLOSURE AND BARRING SERVICE CHECK

Person Specification	Essential	Desirable
EXPERIENCE		
Have fundraising or sales experience	✓	
Experience of meeting income targets	✓	
Experience of In Memory or Legacy Fundraising	✓	
Strong project/campaign management experience		✓
Have experience of working with volunteers		✓
SKILLS & ABILITIES		
Have great people skills	✓	
Be able to embrace hybrid working	✓	
Have experience of using CRM systems	✓	
Have experience of using Salesforce		✓
An ability to write high impact communications and updates	✓	
A self-starter, able to work on own initiative but also able to work within a team and achieve strong results.	✓	
A good working knowledge of MS Office 365	✓	
Strong analytical skills – interest and ability to draw insight from data		✓
KNOWLEDGE		
An understanding of dementia, the needs of people with dementia and their carers		✓
Knowledge of legacy administration processes.		✓
Understanding of the Fundraising Regulator Code of Practice.		✓
PERSONAL QUALITIES		
Be a logical, organised planner with a high level of attention to detail	✓	
Able to prioritise work to meet deadlines and targets	✓	
QUALIFICATIONS		
NVQ Level 3 or equivalent experience	✓	

Have a certificate in Fundraising		✓
Full UK Driving License and access to a car	✓	