



## Legacy Executive

<b>Job level</b>	<b>4</b>	<b>Reports to</b>	<b>Senior Philanthropy Manager</b>
<b>Directorate</b>	<b>Development</b>	<b>Function</b>	<b>Individual Giving/Philanthropy</b>
<b>Contract</b>	<b>Permanent</b>	<b>Location</b>	<b>Regent's Park</b>

## Responsibility for resources

<b>Direct line reports</b>	<b>None</b>	<b>Responsibility for other resources</b>	<b>Confidentiality</b>
<b>Financial resources</b>	<b>Income and expenditure targets, budget</b>		

## Our vision and mission

The Zoological Society of London (ZSL) is an international conservation charity, driven by science, working to restore wildlife in the UK and around the world. Our vision is a world where wildlife thrives and every role, every person in every corner of ZSL has one thing in common – we are all conservationists, and passionate about restoring wildlife.

## Purpose of the role

ZSL's Legacy Executive will grow and sustain our funding stream from legacies and gifts made in memory. They will be responsible for the holistic stewarding and engagement of legacy pledgers and in memory donors, and for the recruitment planning and marketing to engage and encourage supporters to become and identify themselves as legacy pledgers. The role will lead on the development and management of the legacy and in memory fundraising plans, programmes and activities to sensitively generate and grow long-term income from this area.

## Key responsibilities

- Work with the Senior Philanthropy Manager to shape the Legacy Marketing and Pledger Care strategy, reviewing annually to identify opportunities for improvement.
- Contribute to and utilise ZSL's proposition development for Gifts in Wills, to deliver a marketing and communications plan to engage supporters with the impact of leaving a legacy gift
- Lead on the development of the legacy recruitment and stewardship activity to increase the pipeline of donors who have pledged to leave a gift in Will
- Collaborate with colleagues in the Fundraising Team and across ZSL to ensure a cohesive and compelling donor journey, including delivery of legacy prospect and stewardship events.
- Nurture relationships with legacy pledgers to ensure they are valued and engaged with ZSL
- With sensitivity and respect, promote our In Memory giving and steward supporters ensure their support is recognised with dignity.

- Enhance the understanding of legacy and in memory giving across ZSL, ensuring legacy messaging is embedded across ZSL, raising awareness of gifts in wills and maximising pledger recruitment opportunities.
- Responsible for all legacy and in memory administration systems. The postholder will be required to manage budgets, update and maintain databases, deliver analysis of the programme for forecasting and report against targets.
- Liaise with solicitors and executors to ensure income is received, allocated appropriately and recognised in the most appropriate manner. Where required, support all major fundraising initiatives and events across the Fundraising Department

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

## Person Specification

Experience	
Essential	<ul style="list-style-type: none"> <li>• Experience in fundraising and donor development in the charity or cultural sector, preferably in the field of legacy fundraising</li> <li>• Experience of creating, monitoring and delivering marketing and communication plans to enable supporter recruitment</li> <li>• Experience of individual fundraising and stewardship</li> <li>• Knowledge of fundraising regulations and best practice including Gift Aid and GDPR</li> <li>• Experience of working with a range of internal and external stakeholders at all levels of an organisation</li> <li>• Confidentiality and sensitivity in regard to donor relationships.</li> </ul>
Desirable	<ul style="list-style-type: none"> <li>• Experience of working with solicitors and external partners to collect legacy income</li> <li>• Legacy income management and broader understanding of fundraising opportunities</li> </ul>
Knowledge and skills	
Essential	<ul style="list-style-type: none"> <li>• Excellent interpersonal, communication and presentation skills</li> <li>• Strong organisational and project management skills, with the ability to prioritise and multi-task effectively</li> <li>• Proficiency in using MS office suite and presentation software.</li> <li>• Numeracy skills to work with budgets and financial reporting</li> <li>• Performance and target driven</li> <li>• A positive and enabling attitude and a pro-active, creative approach to problem-solving</li> <li>• Ability to think creatively with strong influencing skills</li> </ul>
Desirable	<ul style="list-style-type: none"> <li>• A passion for conservation and wildlife</li> </ul>
Additional requirements	
Essential	<ul style="list-style-type: none"> <li>• This post requires some evening and weekend work to support ZSL events and facilitate supporter visits and meetings.</li> <li>• Strong commitment to creating a culture that lives ZSL values and commitment to safeguarding, equality and diversity (collaborative, inspiring, inclusive, innovative, impactful and ethical)</li> </ul>

	<ul style="list-style-type: none"><li>• To comply with and promote Health and Safety policies and procedures</li></ul>
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