

JOB DESCRIPTION

Job Title	Legacy and In-Memory Manager
Reporting To	Head of Philanthropy
Location	North Weald, Epping or Earls Colne, Colchester
Hours	37.5 hours/ 5 days a week
Salary	£40,000 to £45,000
Duration	Permanent

Background Information

About Essex and Herts Air Ambulance Trust (EHAAT)

Essex & Herts Air Ambulance, unlike NHS emergency services, is a charity. The free life-saving service is provided 24/7 by helicopters and by rapid response vehicles. Each critical care team consists of a pilot and co-pilot, a pre-hospital care doctor and a critical care paramedic.

They can be rushed to the scene with life-saving support equipment to deliver advanced clinical care, usually only in the hospital emergency department. Once stabilised, the patient will be conveyed to the most appropriate hospital by air or land.

Without access to National Lottery funding and with only limited support from Government, we rely upon the generosity and goodwill of the people and businesses of Essex and Hertfordshire to remain operational and keep saving lives...***we can't fly without you!***

Job Purpose

Sitting within the Philanthropy team, you will lead and grow our Legacy and In Memory income streams. As an experienced and compassionate manager, you will develop and deliver strategies that inspire supporters to leave a gift in their Will or give in memory of loved ones, helping to secure vital long-term income for our life-saving service.

You will combine strategic thinking, creativity and sensitivity to drive measurable income growth, while delivering high-quality, personalised supporter stewardship. You will also play an important role in building a strong legacy pipeline and shaping meaningful In Memory opportunities that reflect and respond to supporter motivations.

Specific duties and responsibilities

Strategy, Growth & Pipeline

- Develop and deliver a clear legacy and in memory strategy aligned to income targets and organisational priorities
- Build and manage a strong pipeline from awareness through to pledge and realisation
- Identify and implement growth opportunities across products, campaigns, partnerships and digital channels
- Monitor market trends and insights to drive continuous improvement
- Contribute to long-term financial planning through forecasting and income modelling

Legacy Giving

- Lead integrated, multi-channel campaigns to promote Gifts in Wills
- Develop effective supporter journeys to increase consideration and conversion
- Manage relationships with legacy pledgers and prospects, delivering high-quality stewardship
- Work with legal and will-writing partners to maximise uptake
- Oversee legacy administration, including Legacy Link (approx. one day per week), ensuring all processes are handled professionally and sensitively.

In Memory Giving

- Develop and grow in memory products, including tribute funds, appeals and bespoke initiatives
- Work closely with the Patient and Family Liaison team to deliver a compassionate, high-quality experience for bereaved families and supporters.
- Strengthen digital in memory journeys in collaboration with marketing and digital teams
- Increase engagement and lifetime value of in memory supporters
- Integrate in memory activity into wider fundraising campaigns

Supporter Experience & Stewardship

- Design and deliver tailored supporter journeys for legacy and in memory audiences
- Create compelling impact-led storytelling and communications
- Develop appropriate recognition and stewardship approaches
- Lead engagement opportunities, including events, to build long-term loyalty

Collaboration & Influence

- Work cross-functionally to maximise visibility and impact of legacy and in memory giving
- Act as the internal expert, influencing strategy and decision-making
- Collaborate with digital teams to optimise acquisition and conversion
- Manage external agencies and suppliers

Performance & Insight

- Set and deliver annual budgets, income targets and KPIs (FY26/27: £3.3m legacy income; £360,000 In Memory income).
- Monitor performance and optimise activity using data and insight
- Ensure accurate records and compliance with relevant regulations and best practice
- Provide regular reporting on performance, pipeline and risks/opportunities

As EHAAT is a patient focused emergency medical charity we feel it is essential that all our staff are competent and confident in the delivery of CPR and use of an AED (defibrillator) in an emergency. For this reason, you will need to complete mandatory, in house, CPR and AED awareness training annually

Person Specification- Post

Criteria	Essential	Desirable	How identified & assessed
Knowledge / skills			
Proven experience in fundraising, with strong experience in legacy and/or in memory giving	X		Application/ Interview
Demonstrable track record of delivering income growth and supporter engagement	X		
Strong relationship management skills, with the ability to communicate with empathy, sensitivity and confidence	X		
Experience developing and delivering high quality campaigns and supporter journeys ideally across multiple channels	X		
Ability to use data and insight to inform decision-making and improve performance	X		
Experience delivering high-quality supporter stewardship and donor experiences	X		
Strong organisational skills with excellent attention to detail	X		
Good understanding of GDPR and fundraising regulation	X		
Experience			
Experience of legacy administration and working with executors or estates		x	
Experience working with digital in memory platforms or tribute funds		x	
Experience managing external agencies or suppliers (e.g. will writing providers)		x	
Understanding of audience segmentation and supporter lifecycle planning		X	
Personal qualities			
Empathetic, emotionally intelligent and highly professional	X		
Proactive, innovative and driven to deliver results	X		
Confident communicator, able to influence and inspire others	X		

Collaborative and team-oriented	X		
Strong personal integrity and commitment to supporter care	X		