



Imperial Health Charity  
**Legacy and In Memory**  
**Manager**  
Job Pack



**Imperial  
Health  
Charity**

HELPING  
OUR HOSPITALS  
DO MORE

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 @ImperialCharity

 @charityimperial

Imperial Health Charity is a registered charity, no. 1166084

# The role



## Key information

### Hours:

Full Time (35 hours per week)

\*35 hours per week, worked over 4 or 5 days, subject to agreement.

### Duration:

Permanent

### Salary:

Band 4, Level 1 - £49,217

\*The starting salary for this role is £49,217 with the potential to progress based on annually reviewed performance.

### Notice period:

2 months

### Probation period:

6 months

### Place of work:

Charity Office, 5 Merchant Square,  
London, W2 1AY / Hospitals

### Reports to:

Senior Fundraising Manager

\*We have adopted a hybrid working approach, which includes a mix of office and home working on different days of the week. It is our intention to create a working environment that enables greater flexibility for everyone and at the same time maximises opportunities for collaboration. As part of this approach, the required time working in the office for this role will be no less than 2 days, which provides some flexibility to work from home.

## About the role

Thank you for taking an interest in applying for this role at Imperial Health Charity. We are looking for a Legacy and In Memory Manager to join our ambitious fundraising team. This is a new role, to lead the delivery of our In Memory programme, where you will be responsible for the marketing, stewardship and administration related to supporters who give in memory of a loved one.

You will also lead on our Legacy marketing and provide support to those who enquire about legacy giving, help to steward legacy pledgers and assist with internal and external legacy marketing.

The role will work across the team and place the supporter at the heart of our ambition to develop meaningful, long-term relationships, to grow sustainable income, increase lifetime value and deepen our impact.

### Safeguarding

At Imperial Health Charity we are committed to the safeguarding and protection of children and adults at risk in our work. We will do everything possible to ensure that only those who are suitable to work with these vulnerable groups are recruited to work for us. This post is subject to a range of vetting checks, including a criminal records disclosure.

# Main duties

## 1. Planning

In this role you will:

- Create and lead on the implementation of a legacy marketing strategy, gathering supporter insights, and embedding legacy messaging in the organisation and marketing through multiple channels.
- Identify new opportunities, products, and campaigns to increase legacy engagement, consideration, and pledge numbers.
- Deliver the In Memory programme and be the first point of contact for all in-memory matters internally and externally.
- Manage and promote tribute funds and our Free Will partnerships ensuring that they are utilised efficiently.
- Develop and manage new in memory products/offerings which seek to provide exceptional supporter experience and maximise income.
- Work with the Senior Fundraising Manager to produce annual plans and budgets.
- Report against monthly and quarterly KPIs to monitor the impact of planned activity, establishing realistic and useful benchmarks to aid future planning and budget setting.
- Ensure supporter records are accurately kept up to date and in line with regulations on the CRM.

## 2. Relationship Building

In this role you will:

- Lead the development and implementation of legacy and in memory specific supporter journeys, designed to deepen long term meaningful relationships with supporters, increasing lifetime value.
- Develop and cultivate one to one relationships with supporters and funeral directors.
- Working with communications team to develop and implement relevant campaigns, including increasing awareness of and engagement with In Memory giving with existing and new audiences.
- To build relationships with staff and volunteers to ensure they understand the importance of legacy and in memory income to the charity and to equip and motivate them to promote legacies and in memory giving regularly and with confidence.

### **3. Marketing**

In this role you will:

- Work with communication team to source and develop legacy and in memory case studies, stories and resources for use in marketing and stewardship.
- Drive the delivery of planned legacy marketing campaigns and activity across multiple channels.
- Improve audience targeting to make sure legacy messaging is seen by the most receptive supporters.
- To bring innovation and creativity to the legacy and in memory marketing team by trialling new ideas and initiatives.
- Stay abreast of new developments within the sector, monitoring the market and sector trends and making recommendations.

#### **General duties**

- Maintain accurate records for stakeholders, including communication history, adhering to our data protection obligations and records management principles.
- Take an active part in department and whole charity team meetings, contributing agenda items and undertaking assigned actions as required.
- Take an active part in and collaborate with colleagues across the charity, bringing your own experience and perspective so that we harness the value of our shared contributions.
- Participate in regular supervision, objective-setting/monitoring and actively engage in your own job-related development throughout the year.
- Champion the charity's Code of Behaviour and act as a role model, ensuring our key policies and procedures are adhered to at all times so as to protect the people we work with and our reputation.

*A job description does not constitute a 'term and condition of employment'. It is provided only as a guide to assist the employee in the performance of their job. The charity is a fastmoving organisation and therefore changes in duties may be necessary from time to time. The job description is not intended to be an inflexible or finite list of tasks and may be varied from time to time after consultation/discussion with the post holder.*

#### **Personal development**

Your line manager will agree annual objectives and a personal development plan, which will include training as an essential element of the role.

# The person

## 1. Qualifications and education

You will have:

- Evidence of recent continuous professional development.

## 2. Previous experience

You will have:

- Experience developing and delivering in memory fundraising and/or legacy marketing campaigns across multiple channels.
- Experience of delivering exceptional donor stewardship and supporter journey development.
- Excellent stakeholder engagement and relationship management skills, with the ability to work collaboratively with internal and external stakeholders.
- Demonstrable experience of budgeting and reporting with the ability to successfully deliver on targets and KPIs.

You may also have:

- Experience of using digital fundraising platforms, i.e., MuchLoved.
- Experience of working with charities, hospitals, hospices and/or other health-related organisations.

## 3. Skills, knowledge and ability

You will have:

- Excellent organisational skills with the ability to oversee multiple projects, prioritise work and meet financial deadlines.
- Ability to deliver outstanding supporter care and be an exemplar for colleagues.
- Excellent communication skills, verbal and written, especially within complex organisations, and ability to give compelling presentations to a variety of audiences.
- Ability to build working relationships with internal and external contacts.
- Ability to work effectively under pressure.
- Ability to work sensitively with patients and staff across the hospitals.
- Ability to work constructively across organisational boundaries.
- Knowledge of fundraising law and regulations.

- A commitment to collaborative team work and inclusive working, ensuring equality and valuing diversity.
- The ability to give and receive feedback objectively and sensitively, with a willingness to challenge constructively.

You may also have:

- A basic understanding of the NHS

#### **4. Personal qualities**

You will have:

- High standards of personal conduct, honesty and integrity to engage and inspire the trust and confidence of multiple stakeholders.
- A customer-focused approach, seeking to make systems, processes and information accessible and user-friendly.
- A clear-thinking, proactive and solutions-focused approach, with the ability to manage competing demands, make effective decisions, be flexible and think creatively to come up with solutions to problems.
- The ability to establish good working relationships.
- The ability to work under own initiative and operate a flexible approach.
- A collaborative and inclusive approach, being prepared to work as part of a wider team in contributing specific expertise.
- A commitment to perception of issues of equality and cultural diversity.

#### **5. Other requirements**

You will have:

- A commitment to the values and principles upon which the NHS operates.
- The ability to work flexibly to meet the needs of the role.
- The ability to travel between hospital sites in west London.
- No envisaged barriers to obtaining DBS disclosure.

#### **6. Use of Artificial Intelligence**

Please keep in mind when writing your answers to our application questions:

- We are looking for you to demonstrate your knowledge, skills and prior (practical) experience in relation to the role requirements. We are also looking for you to demonstrate an understanding of Imperial Health Charity's work and how you anticipate contributing to this within your role.
- Applications perceived to be significantly supported by the use of Artificial Intelligence (AI) such as ChatGPT to generate, cut and/or paste answers into your application without subsequent personalisation by the applicant are likely to be scored down during the shortlisting process.

# How to apply



**Visit our website  
to find out more  
about our current  
job opportunities.**

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Applications for this position will close on 4 June 2026 at 11:30pm.

First-round interviews are scheduled to take place on 11 June 2026.

Further details about this role, including our online application form, can be found at:

[www.imperialcharity.org.uk/about-us/join-the-team](http://www.imperialcharity.org.uk/about-us/join-the-team)

Please note:

All job offers with Imperial Health Charity are subject to satisfactory pre-employment checks and references. The DBS check level required for this role is standard (with adult and child workforce).

Please ensure that one of the referees you provide is your most recent employer. Professional contact details should be provided for referees where possible (i.e. company/org emails and or HR departments).

Imperial Health Charity reserves the right to close job adverts early if sufficient applications are received prior to the advertised closing date.

