



# **Leicestershire & Rutland Wildlife Trust**

## **ROLE DESCRIPTION**

**Job title:** Legacy Marketing, Partnership and In Memory Assistant

**Responsible to:** Head of Fundraising

**Purpose of post:** This is an exciting and meaningful role supporting the growth and delivery of Leicestershire and Rutland Wildlife Trust's legacy, in-memory and individual giving programs. You will play a key part in delivering sensitive, inspiring, and engaging communications, events, and stewardship activities that connect our supporters to our mission and help them see the long-lasting impact of their generosity.

You will be responsible for the coordination of supporter events, including legacy walks and networking sessions, as well as delivering high-quality supporter journeys for those giving or considering giving in memory of a loved one, through a living legacy, or through a gift in their will.

### **Main responsibilities:**

#### **Event Coordination & Supporter Engagement**

- Lead on the planning, logistics, and delivery of legacy and in-memory supporter events, such as reserve walks, remembrance gatherings, and networking opportunities with staff and trustees.
- Work closely with nature reserve officers and local volunteers to develop engaging and meaningful site-based experiences for supporters.
- Coordinate event invitations, RSVPs, briefings, materials, and follow-up communications.
- Attend events and act as an ambassador for Leicestershire and Rutland Wildlife Trust, helping to tell the story of legacy and in-memory giving.

#### **Legacy and In-Memory Marketing Support**

- Assist in the creation and delivery of legacy and in-memory campaigns, including newsletters, social media content, web copy, and printed materials.
- Support the development of case studies, supporter stories, and impact communications, ensuring sensitive and inspiring messaging.

#### **Supporter Stewardship & Administration**

- Delivery of sensitive, inspiring, and engaging communications to supporters and members regarding legacy and in-memory giving.
- Provide warm, efficient and confidential support to legacy and in-memory supporters.

- Maintain accurate supporter records on the CRM system.
- Assist with processing donations and acknowledgements relating to legacy and in-memory gifts.
- Coordinate follow-up correspondence and ongoing stewardship communications after key events and milestones.
- Coordinate communications with solicitors, supporters, staff, and where appropriate other organisations in the administration of legacy and in-memory gifts.

#### **Internal Collaboration & Communication**

- Work closely with colleagues across fundraising, marketing, reserves, and volunteer teams to support integrated supporter journeys.
- Liaise with legal and finance teams where appropriate to ensure compliance and accurate record-keeping.

#### **Insight, Monitoring and Reporting**

- Collect feedback from events and supporter interactions to inform ongoing improvements.
- Maintain data to monitor progress against objectives and KPIs.

#### **Other duties**

- Develop and maintain relevant contacts / relationships including across the Wildlife Trusts movement.
- Attend all relevant stakeholder meetings and events including supporters, volunteers and staff to ensure that communications are effective.
- Any other duties as reasonably required by the line manager, including assisting with office running duties alongside the Support Team.

#### **PERSON SPECIFICATION**

##### **Essential:**

- Strong organisational skills, with experience delivering events or supporter activities.
- Excellent written and verbal communication skills, with the ability to tailor tone sensitively.
- A warm, empathetic, and respectful manner when working with supporters.
- Confidence working across teams and with volunteers and external suppliers.
- Attention to detail, particularly in record keeping and supporter care.
- Ability to manage multiple projects and deadlines.
- Strong IT skills, including MS Office and CRM systems (or willingness to learn).

##### **Desirable:**

- Experience working in a legacy or in-memory fundraising or marketing environment.
- Understanding of the sensitivities around in-memory and legacy giving.

- Interest in or knowledge of wildlife conservation, nature reserves, or environmental issues.
- Familiarity with design tools (e.g. Canva), email marketing platforms, or website CMS.

## Why Join Us?

This is a chance to be part of a passionate team making a real difference to wildlife in Leicestershire and Rutland. You'll help inspire others to leave a lasting legacy for nature and build strong, meaningful connections with our supporters.

## KEY TERMS AND CONDITIONS OF EMPLOYMENT

<b>Employer:</b>	Leicestershire and Rutland Wildlife Trust
<b>Place of work:</b>	The Trust's Central Office, currently at The Old Mill, 9 Soar Lane, Leicester
<b>Hybrid working:</b>	Consideration will be given to a hybrid working.
<b>Salary:</b>	Dependant on skills and relevant experience.
<b>Length of contract:</b>	6-month FTC
<b>Hours of work:</b>	35 per week Flexible working will be required to include occasional evenings and weekends. Payment for overtime worked in excess of the standard working week is not available, but time off in lieu may be taken by prior arrangement with line managers.
<b>Leave:</b>	Annual leave entitlement is 25 days plus statutory public holidays per annum.
<b>Pension:</b>	The Trust operates an Auto-enrolment Pension Scheme and pays an employer contribution of up to 7% of gross salary contingent on a 50% matching contribution from the employee.
<b>Training:</b>	A training budget is allocated to this post and on-the-job training will be given.
<b>Travel:</b>	Trust vehicles will be used, if available, otherwise the standard Trust mileage rate will be payable for the business use of the post-holder's private car.
<b>Probation period:</b>	A probationary period of three months applies, during which new employees are expected to demonstrate their suitability for the post.
<b>Equal opportunities:</b>	The Trust's Equality and Diversity Policy is available on request.
<b>Environmental policy:</b>	The post-holder will be expected to carry out their job responsibilities in an environmentally-aware manner, ensuring as little damage to the environment as possible. LRWT aim to ensure all resources are utilised effectively and efficiently. The post-holder will be expected to apply 'sound value for money' principles in undertaking purchasing or supply of goods and services.

**Closing date for applications is 29<sup>th</sup> August 2025.**

Interviews to be held week commencing Monday 1<sup>st</sup> September 2025, at The Old Mill, 9 Soar Lane, Leicester.