

## Individual Giving, Legacies & Brand Manager

### Role Description

Division:	Fundraising & Marketing
Department:	Fundraising & Marketing
Location:	Scotland based, with a blend of office (Edinburgh) and home working
Geographical focus:	Scotland-wide
Contractual status:	Permanent
Hours:	35 hours per week, flexible working patterns available
Line Manager:	Associate Director of Fundraising & Marketing
Direct Reports:	Individual Giving Fundraiser Legacy Fundraiser Marketing Officer Marketing Assistant
Salary:	£39,000 - £42,000 pa depending on experience

### Job Purpose

Our mission is to inspire, involve and empower older people in Scotland, and influence others so that people can enjoy better later lives. To help us achieve that, our marketing activity aims to successfully increase donations and raise our profile and impact. In this role you'll aim to achieve this and deliver impact for older people in Scotland by providing leadership, insight and guidance to the marketing team.

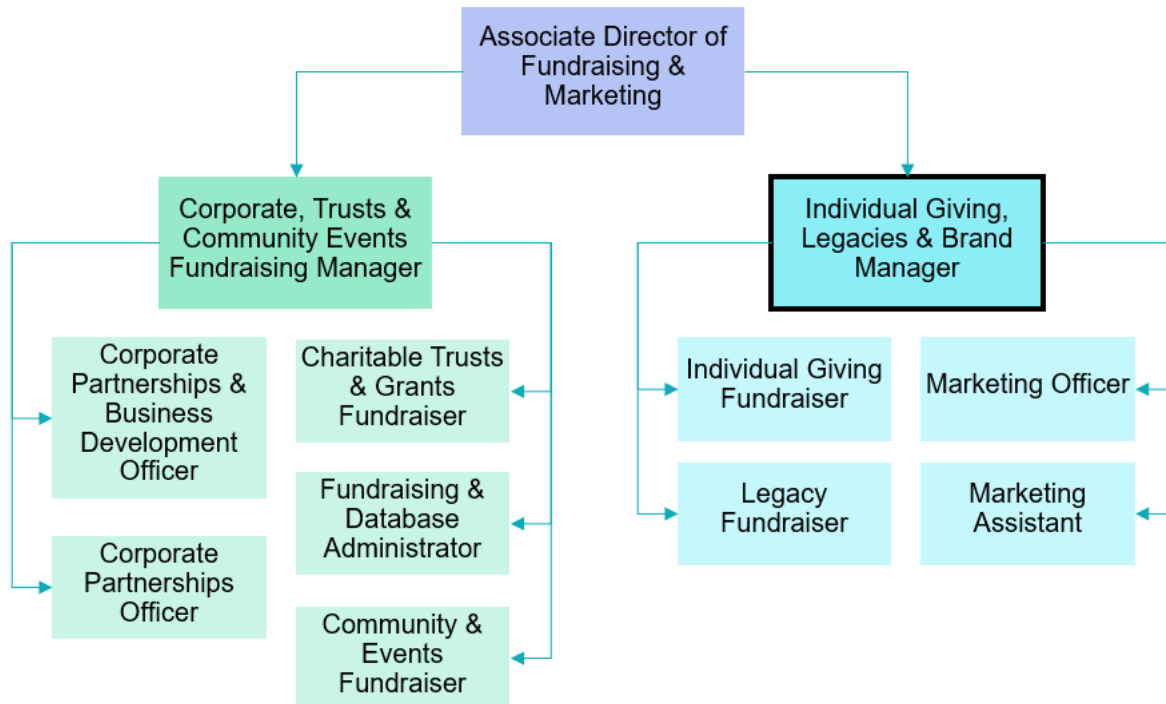
As a key member of the charity's management team, you will bring your professional expertise and high-quality people management skills to develop the team to deliver their best.

Working closely with the Associate Director of Fundraising & Marketing you will develop and implement strategies to promote individual and legacy giving to drive support and donations as part of the charity's overall income generation strategy. You will manage, direct and support the team to meet ambitious annual targets whilst keeping expenditure within agreed limits.

You will develop and implement strategies to raise the charity's brand awareness with a focus on storytelling, demonstrating the impact of our services, brand management, website development and direct marketing to cover the full marketing mix across multiple media channels.

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### Organisational Chart



### What you'll do

- Develop and implement the charity's brand strategy, including defining and targeting various audience bases.
- Lead and support the team to develop and implement individual giving and legacy strategies to meet ambitious income targets.
- With a focus on storytelling which demonstrates the impact of our work, lead on campaigns that raise awareness of the charity's services.
- Enhance the management of donor relationships to leverage the full potential of donor recruitment, retention and reactivation.
- Support the development of the fundraising environment at Age Scotland, where staff, volunteers and our supporters are ambassadors for our income generation activities.
- Involve, inspire and empower our teams to give their best, developing and nurturing their skills so that we attract and retain the best talent whilst meeting agreed objectives.
- Overall responsibility for ensuring the charity's website is kept up to date and offers maximum impact.
- Undertake market research and data analysis to drive and support effective decision making.
- Ensure the active management and delivery of plans against budget.
- Ensure that team members are kept abreast of trends and developments in the fundraising sector.
- Contribute to cross-organisational working groups/project teams and ensure team delivery of charity objectives.

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### Marketing & Brand:

- Develop and implement strategies to raise the charity's brand awareness.
- Work with an external supplier to carry out market research in order to benchmark and analyse brand awareness.
- Work closely with our communications team to raise awareness of the work of the charity, and work with colleagues across the organisation to promote the charity's key messages and campaigns.
- Lead the delivery of charity wide marketing materials, ensuring the consistency of brand across all fundraising and charity wide marketing materials.
- Oversee the creation of engaging content, copy and materials and develop printed and digital projects in line with brand guidelines.
- Lead and co-ordinate the digital advertising aspect of Age Scotland's promotions and marketing including raising awareness of the work of the charity and supporting fundraising campaigns to maximise income.
- Work collaboratively with teams across the charity to develop multimedia content which promotes the work of Age Scotland, including video content.
- Overall responsibility for updating the website, GA4 reporting and analysing Google Grants activity.

### Other Responsibilities:

- Analyse data to understand giving patterns which will inform and shape evidence-based activities.
- Work closely with the Associate Director of Fundraising and Marketing and fundraisers to forecast individual giving and legacy income.
- Liaise with the marketing team within our National Partners in Age UK, Age NI and Age Cymru.

### Qualitative aspects of the role:

- Meet fundraising and brand awareness targets.

## What you'll bring

### Knowledge, skills & experience:

- Recent and substantial experience (minimum 2 years) of managing brand and marketing within a donor environment.
- Experience of delivering an individual giving and legacy fundraising strategy to meet or exceed agreed fundraising targets.
- A successful track record of brand management and developing brand campaigns.
- Experience of delivering a diverse range of successful, targeted marketing and communications campaigns with experience of digital and print.
- Knowledge of current trends and emerging techniques in fundraising and marketing.
- Strong creative and design skills.
- Strong staff management and leadership experience.

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- Excellent written and verbal communication skills, including the ability to write concise and engaging copy.
- Experience of website editing and content management systems.
- Excellent interpersonal, listening, communications, presentation and networking skills including the ability to make a compelling case for support.
- High quality copywriting with a focus on storytelling techniques.
- Experience of building internal partnerships to work collaboratively and with internal stakeholders on both departmental and cross-organisational initiatives.
- Strong numeric and budget management skills to ensure all fundraising and marketing activities are cost-effective with a focus on return on investment.
- Financial and commercial acumen to contribute to and implement an annual fundraising and marketing business plan, including performance objectives.
- Competent user of Microsoft Office applications, including Excel, Word, Outlook and Teams.
- Good organisational skills, ability to work flexibly, prioritise workloads, manage competing demands and work under pressure and to tight deadlines.
- An understanding of the issues affecting older people in Scotland.

### Qualifications:

- Qualified by experience and/or certified member of Chartered Institute of Fundraising or Marketing, or equivalent experience.

### Additional requirements

- Commitment to the aims and vision of Age Scotland and the ability to demonstrate our values (Empowering, Inspiring, Inclusive and Integrity) in your work.
- Commitment to providing older people with high quality services.
- Commitment to work alongside and support volunteers.
- An understanding of and commitment to equal opportunities.
- Willingness to engage in self-development.
- Employees are expected to have a suitable homework space with a good broadband connection for occasional home working.
- Employees are expected to undertake any and all other reasonable and related tasks allocated by their Line Manager.
- Employees enrolled in Multi-Factor Authentication (MFA or 2FA) will be expected to install and maintain an app on either their personal or work mobile device.