

Job description

Legacy Marketing Manager

June 2025

Directorate:	Development and Communications
Pay grade / staff group:	Professional Services Grade 3
Hours / duration:	Full time (35 hours per week) Monday to Friday
Reports to:	Head of Fundraising Campaigns and Individual Giving

Main purpose of the job

We are seeking an experienced Legacy Marketing Manager to play a key role in shaping the future of our legacy marketing programme.

Legacy gifts are our single largest source of voluntary income, with significant potential for growth. To recognise this, we have secured additional investment to help us engage, inspire and acquire new legacy supporters through multi-channel marketing activities.

Working closely with the Head of Fundraising Campaigns and Individual Giving, you will develop strategies to raise awareness of gifts in Wills, reach new audiences and develop new supporter journeys to engage new and existing legacy pledgers and prospects with our research.

As a creative, innovative and data-led marketer, you will develop and deliver our legacy fundraising programme with the support of your direct reports – the Legacy Marketing and Legacy Stewardship Officers – and the Digital Marketing and Fundraising Communications teams.

You will also build important relationships with colleagues across the Development Office, including working with Philanthropy to promote legacy giving to their audiences.

Our team

The Development Office is responsible for fundraising and philanthropic income across the ICR, maximising support from major donors, individuals, trusts, corporates, charity partners and events.

We have a proud track record of performing at a consistently high-level, raising millions every year. Join our team to help make the discoveries that are so urgently needed to improve cancer patients' lives.

Our mission
is to make the
discoveries that
defeat cancer.

Legacy Marketing Manager

Duties and responsibilities

Key duties

To work with the Head of Fundraising Campaigns and Individual Giving to devise and implement marketing and stewardship strategies to maximise legacy giving and engage with existing legacy pledgers.

Responsible for managing the annual available legacy marketing budget and contributing to annual budget planning.

Develop and deliver an annual programme of multi-channel legacy marketing campaigns to recruit new legacy enquirers and pledgers.

Work with your team and the Digital Marketing Manager and Fundraising Communications team to ensure legacy marketing campaigns are fully integrated and cover the full marketing communications media mix (offline and online channels – potentially including TV, email, direct mail / door drop, paid digital, events).

Use data and insights to identify opportunities to expand our legacy marketing programme, and work with the Head of Fundraising Campaigns and Individual Giving to develop, test and analyse new activities.

Work with the Strategic Marketing team to develop effective data-led approaches to understand our current and potential legacy supporter audiences and target them with tailored messages.

Lead your team to deliver exceptional stewardship by implementing new supporter journeys, and tailored communications and events – to ensure legacy pledgers feel valued and thanked, and continue to stay engaged with our research.

Produce regular results and reports/reviews of legacy marketing activity, and present findings and recommendations for future campaigns.

Responsible for the line management and on-going personal development of the Legacy Marketing Officer and Legacy Stewardship Officer, including agreeing objectives and KPIs for the roles.

Manage key supplier relationships such as creative agencies, designers and printers.

Ensure that all legacy marketing activity is delivered on time, within budget, and in line with agreed strategies and annual plans.

Create inspiring copy and ensure that all campaigns, publications and materials fall within the ICR's tone of voice and brand guidelines.

To be knowledgeable on, and to keep up-to-date with, data protection and other sector-specific legislation that is likely to affect fundraising and communications to individual donors.

General

All staff must ensure that they familiarise themselves with and adhere to any ICR policies that are relevant to their work and that all personal and sensitive personal data is treated with the utmost confidentiality and in line with the General Data Protection Regulations.

Any other duties that are consistent with the nature and grade of the post that may be required.

To work in accordance with the ICR's Values.

To promote a safe, healthy and fair environment for people to work, where bullying and harassment will not be tolerated.

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Person specification

Education and Knowledge

Educated to degree level or equivalent knowledge/experience	Essential
Demonstrable knowledge of marketing and stewardship best practices, ideally gained in the charity / higher education sector.	Essential
An in-depth understanding of UK GDPR and other regulatory framework	Essential

Skills and Experience

Proven experience and track record of managing successful multi-channel marketing campaigns in a legacy marketing role.	Essential
Experience of delivering a wide variety of both offline and online marketing campaigns.	Essential
Experience of writing inspiring copy, as well as commissioning online and offline creative work.	Essential
Excellent written and oral communication skills, and able to engage with complex science to communicate it effectively in lay terms.	Essential
Excellent attention to detail and creative judgement.	Essential
Strong organisational and project management skills with proven ability to work to tight deadlines and to manage multiple priorities.	Essential
Excellent leadership skills with the ability to influence and gain buy-in across multi-disciplinary teams to achieve positive results.	Essential
Ability to build strong relationships both within the organisation and with external agencies, and deliver consistent, high-quality, innovative solutions to budget and strict deadlines.	Essential
A team player and a motivated self-starter, with a professional and collaborative approach.	Essential
Experience of using Raiser's Edge/RE NXT and First Class fundraising software.	Essential
A strong understanding of "brand" and a proven track record of working within brands to deliver high quality creative work.	Essential
A strong analytic mind, with proven experience of working with databases/CRM systems and data segmentation, and the ability and confidence to interpret this.	Essential
Experience of managing and developing direct line reports.	Desirable

General

A genuine interest in and willingness to engage with the ICR's scientific research and a passionate belief in our mission.	Essential
Willingness to occasionally work unsociable hours and to take part in other Development Office activity as required.	Essential

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About our organisation

The Institute of Cancer Research, London, is one of the world's most influential cancer research institutions, with an outstanding track record of achievement dating back more than 100 years. Our mission is to make the discoveries that defeat cancer.

As well as being one of the UK's leading higher education institutions in research quality and impact, the ICR is consistently ranked as one of the world's most successful for industry collaboration. As a member institution of the University of London, we also provide postgraduate higher education of international distinction.

We are also a charity and rely on the support of partner organisations, funders, donors and the general public.

[Read more](#) to find out more about our history, culture, and achievements, and how our funders, supporters and partnerships help drive forward our work.

Our values

The ICR has a highly skilled and committed workforce, with a wide variety of roles, each requiring different skills. But whether you work as a researcher, or work as part of our corporate team, your work and behaviour is underpinned by these six [values](#). They are what bring us together as one team – as 'One ICR'.



Our values set out how each of us at the ICR, works together to meet our mission – to make the discoveries that defeat cancer.

They summarise our desired behaviours, attitudes and culture – how we value one another and how we take pride in the work we do, to deliver impact for people with cancer and their loved ones.”

Professor Kristian Helin
Chief Executive

