



JOB PROFILE

Basic Details	
Job Title: Marketing Manager - Remember A Charity (part of the Chartered Institute of Fundraising)	Contract type: Permanent
Salary: £38,000	Hours: Full Time (35 hours per week). Requirement to work outside of regular office hours occasionally, as required, with time off in lieu.
Key benefits: Leave: 25 days per year (rising to 30 with service) + bank holidays. Pension scheme: After probation ends, we offer up to 7.5% employers' contribution to our stakeholder pension scheme. Enhanced sick pay from day one. Great work/life balance through flexible and remote-first working. We also focus on staff wellbeing, training and development and support you with your volunteering . See our benefits list for all other details	Location: This is predominantly a home-based role, days in the office in Bermondsey, London will be agreed with the line manager. Occasional travel will be required to scheduled meetings/training/events.
The Chartered Institute is proud to be an equal-opportunity employer committed to a diverse and inclusive workplace where we can all be ourselves and succeed on merit. We particularly welcome applications from those who are significantly underrepresented in our sector, such as Black, Asian, people of colour, or from a specific minoritised ethnicity, neurodivergent, oppressed, or marginalised individuals or groups.	
About us	
Remember A Charity Remember A Charity is a vibrant behaviour change campaign that aims to inspire the public to leave a charitable gift in their Will. Working collaboratively, the campaign's mission is to do what no organisation can do alone, growing the legacy market and normalising charitable gifts in Wills. Why grow legacy giving? Charitable gifts in Wills are one of the largest sources of voluntary income in the UK, raising £4.5 billion for good causes each year. As such, it's a crucial source of income for thousands of charities, particularly in the current economic climate. Established in 2000, Remember A Charity now represents almost 200 member charities, who work together to drive change through inspiring consumer campaigns, strategic partnerships with solicitors, Will-writers and professional advisers, and by lobbying government to enhance the wider legacy giving environment. The consortium encompasses a diverse range of charities, giving them the platform, resources and	

guidance to maximise their legacy fundraising. Remember A Charity works all year round to promote legacy giving, also running Remember A Charity Week each September as a central focal point for public awareness activity.

Our four key strategic pillars are:

- Inspiring the UK public to leave a charitable legacy
- Embedding legacy giving across Will-writing and estate planning
- Influencing government & decision-makers to protect and nurture the future of charitable legacies
- Equipping & enabling our members to maximise their legacy fundraising

Remember A Charity is part of the Chartered Institute of Fundraising and our goals align with its strategic priority of growing charitable giving.

Chartered Institute of Fundraising (CIOF)

The Chartered Institute of Fundraising is the UK's professional membership body for fundraisers, championing excellence, providing professional development and education, and fostering connections across the sector. We've launched a new ten-year strategy to tackle critical challenges like diminishing income, increasing demand for services, and issues such as fundraiser burnout and lack of investment that are impacting charities nationwide. We believe that every fundraiser should feel valued and nurtured.

This strategy focuses on four key pillars with clear five and ten-year targets: attracting, retaining, and nurturing fundraising talent to combat the "revolving door"; reframing the narrative to change perceptions of fundraising and drive investment; driving excellent fundraising practice, setting standards, ethics and guidance to build public trust; and fostering a culture that inspires more people to give to reverse declining donor numbers. Our ultimate aim is to double our impact in a decade, ensuring a sustainable future for both fundraisers and charities.

Role Background

This is a unique opportunity to use your creativity and marketing expertise to help charities across the UK grow their legacy giving and increase their resilience for the years ahead. The Marketing Manager will work within a small and talented staff team at Remember A Charity to expand its reach, grow its network and build engagement among its key audiences: charities, professional advisers and the giving public. The priorities for the Marketing Manager are to develop and deliver a marketing and communications plan in line with the campaign strategy.

Reporting Structure

Reports to: Lucinda Frostick, Director of Remember A Charity

Job Description

Job purpose: To lead and develop Remember A Charity's marketing and communications programme, in line with our core mission of making legacy giving a social norm. This core focus of the role is on

growing and engaging our audiences across the charity sector (members and non-members) and professional adviser communities (solicitors, Will-writers, wealth advisers).

The Marketing Manager will also contribute to the development of our consumer PR, marketing and digital programmes, led by the Director and Digital Communications Manager respectively.

This role would suit a confident and creative individual who is enthused by the opportunity of helping charities across the UK to grow and develop their long-term income. The successful candidate will work closely with the campaign's members, professional advisers and, of course, colleagues within Remember A Charity and the wider CIOF.

Key Accountabilities:

- Lead the planning, delivery, and evaluation of marketing activities targeting charity sector and professional adviser audiences, aligned with organisational strategy and KPIs.
- Develop and deliver communications for charity members and Campaign Supporters.
- Collaborate with internal colleagues and external agencies to support the execution of consumer-facing marketing and PR campaigns.
- Create compelling assets and resources to support recruitment, engagement, and retention of members and professional partners.
- Ensure external communications and creative outputs are consistent with the Remember A Charity brand.
- Represent the organisation, exhibiting and/or presenting at relevant events or meetings.

Responsibilities by area:

Charity sector

- Creation of promotional assets to support member acquisition and retention.
- Plan and deliver a dynamic member comms programme, including e-bulletins, impact reports and others.
- Help colleagues to coordinate and present at select member events.
- Manage sector-facing social media accounts (LinkedIn, X, and Bluesky).
- Support the Director with sector-facing editorial content.
- Gather and showcase member testimonials and case studies.
- Develop and promote guidance and resources to help members maximise their legacy fundraising.
- Enhance and develop the members' area of the website, ensuring content is up to date and relevant.

Professional Advisers

- Responsibility for the marketing budget for professional advisers.
- Planning and delivery of marketing activity to grow our professional adviser network and maximise our impact, in line with our KPIs.
- Manage and grow the Campaign Supporter scheme for solicitors and Will-writers, delivering engaging communications and digital content that keeps charitable giving front of mind.
- Promote the importance of referencing the charitable option during Will-writing to professional advisers through events, direct marketing, social media, and advertising.

- Coordinate the campaign's Legal Sector Advisory Group, organising quarterly meetings and fostering strong relationships with key stakeholders.
- Identify and pursue opportunities to engage wider professional audiences and influential groups within and beyond the legal sector, including but not limited to, wealth managers, Will-writing software providers, local government, regulatory and trade bodies (e.g. CILEX, CLC, NALP).
- Collaborate with CPD content providers to deliver training programmes on charitable Will-writing.
- Coordinate quarterly webinars for professional advisers on relevant Will-writing topics, working with internal and external partners.
- Create materials and promotional assets for professional advisers and campaign partners to equip them to advocate for legacies.

Consumers

- Contribute to the planning and delivery of consumer marketing and PR activity.
- Support members in making best use of the consumer-facing assets provided for them to use during Remember A Charity Week and beyond.
- Equip Campaign Supporters and Will-writing partners with resources to promote legacy giving during Remember A Charity Week and beyond.

All

- Collaborate with the team to review campaign activity and success measures against KPIs.
- Maintain and update website content for charity and professional adviser audiences.
- Uphold brand consistency across all external communications and creative outputs.

About You

Experience & Skills	• Experience of planning and delivering successful marketing programmes. • Knowledge of the UK charity sector and/or legal market. • Experience working in a customer-facing environment or dealing with a wide range of members and stakeholders. • Effective presentation and networking skills. • Familiarity updating webpages and using simple web-based design / delivery tools such as Canva and Mailchimp. • Computer literacy (Word, Excel, PowerPoint etc.) and experience of using a CRM system, • Budget management preferable but not essential
Attributes	• Confident and clear communicator, with strong writing skills and a creative solutions-driven approach. • Excellent organisational skills, including the ability to work independently and prioritise, managing time effectively. • Team player, but also a confident self-starter, able to work independently when necessary. • A positive attitude, with the ability to keep calm when managing multiple projects.
Reflecting the CIOF's values	Passionate: Takes immense pride in their work and is driven by a strong desire to achieve success for our mission. Professional: Consistently champions and upholds the highest standards, operating with unwavering integrity and ethical conduct. Enabling: Proactively supports others, feels empowered to take ownership, identifies effective solutions, makes sound decisions, and collaborates seamlessly across teams. Enterprising: Demonstrates an openness to explore new solutions and is deeply committed to excelling in all areas of their work. Respectful: Acts with honesty and fairness, consistently treating all individuals with consideration, dignity, and respect.
Circumstances	Based in the UK. Able to work/travel outside office hours on occasions (i.e. attending conferences and meetings).

If you would like to discuss access requirements or have any questions about the role, please contact us directly.

How to apply

Please apply using our [application form](#) and send this to hr@ciof.org.uk. This will be redacted for anonymity, and the interview panel will not see any identifying information.

Your application will **not** be considered if you submit a CV and supporting statement.

All candidates are also requested to complete our [EDI monitoring form](#) and submit it along with the application. The form will be used for monitoring purposes only.

Any queries should be addressed to hr@ciof.org.uk.

Closing date for applications is Friday 12th December, although we reserve the right to close the position early.

Please note that the interviews will take place via Microsoft Teams/Zoom.

Please visit Remember A Charity's website to find out more about the consortium:
www.rememberacharity.org.uk.

Please visit our Careers page on our website to read the full job description: <https://ciof.org.uk/about-us/work-for-us>.