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 occasionally work outside regular office hours as required, with time off given 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, however, the Remember A Charity team comes into the office in Bermondsey, London, one day per week. 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 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. Our ten-year strategy aims 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, promoting fundraising practice 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 professional advisers.
- Collaborate with colleagues and our agency partners to support the execution of consumer-facing marketing activity 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

- Develop marketing materials and promotional copy to support member acquisition and retention.
- Plan and deliver member communications, including e-bulletins, impact reports, and others, working in partnership with Remember A Charity's membership team.
- Work with colleagues to coordinate, exhibit, and present at select member events.
- Manage sector-facing social media accounts (predominantly via LinkedIn).
- Gather and showcase member testimonials and case studies.
- Draft guidance and resources to help members maximise their legacy fundraising.
- Update and enhance the members' area of the website, ensuring content is accurate, engaging and relevant.
- Work with our PR agency and the Director to draft sector-facing editorial content.

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. STEP, the Law Society, 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, professional advisers, and 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.

Role-specific knowledge, skills and experience	
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 / Dotdigital. • 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 Core Competencies The following competencies apply to all roles within the organisation. The level of responsibility and expectation will vary	**Building Relationships:** Builds positive and productive relationships with colleagues, members, volunteers, partners and stakeholders. Works collaboratively, communicates effectively and contributes to a culture of trust, respect, inclusion and belonging. **Passion for Fundraising:** Demonstrates a commitment to the organisation's purpose and an appreciation of the vital role fundraising plays in supporting charities, communities and causes. For some roles this will include fundraising knowledge and experience; for all roles it includes enthusiasm for and commitment to fundraising and fundraisers. **Digital Confidence and AI:** Uses digital tools and AI confidently, critically and responsibly to improve quality, efficiency, learning and impact. Keeps pace with emerging technologies, tests new approaches and develops their skills continuously.

depending on the role.	Understands the importance of human judgement, data protection, accuracy, transparency, inclusion and ethical use, and knows when AI should, and should not, be used. **Agility and Collaboration:** Works flexibly across teams, projects and priorities. Builds connections across the organisation, shares knowledge, avoids silo working and is open to change, innovation and continuous improvement. Takes ownership of their work and contributes positively to organisational success. **Professional Representation:** Acts as a positive ambassador for the organisation. Demonstrates professionalism, sound judgement and credibility when interacting with a wide range of people, from members and suppliers to senior leaders, trustees and external stakeholders.
Circumstances	Based in the UK. Able to work/travel outside core 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 **5pm, Thursday 12 November**, although we reserve the right to close the position early.

Please note that the interviews will take place via Microsoft Teams/Zoom. There may be a requirement to attend a final in-person interview in London.

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.