



**Edinburgh  
Children's  
Hospital Charity**

# **Legacy & Individual Giving Manager**

**Royal Hospital for Children & Young  
People, Little France, Edinburgh**



# Purpose of Role

This new, high impact role will drive the development and delivery of a comprehensive and insight-led legacy fundraising strategy, ensuring that by 2035, legacies contribute at least £1m annually to support ECHC's vision that no child should face hospital alone. You will play a pivotal role in embedding legacy giving across the organisation, championing it as a transformative and sustainable income stream.

You will provide strategic direction across legacy, individual giving and in memoriam fundraising, ensuring these income streams are effectively integrated to maximise reach, supporter engagement and long-term value. In collaboration with the wider team, you will identify, cultivate and steward a robust pipeline of future legacy pledgers. You will lead the development of success measures and milestones, overseeing progress against strategic objectives and providing insightful performance reporting to senior leadership.



## Key Responsibilities

### Strategy & Leadership

- Provide strategic leadership for ECHC's legacy, individual giving and in memoriam programmes, delivering clear annual plans aligned with the organisation's long-term strategy.
- Drive organisational understanding and engagement with legacy giving, inspiring colleagues across departments to champion this vital income stream.
- Set ambitious KPIs and targets for income generation, supporter acquisition, retention and conversion.
- Offer strategic insight and recommendations to senior leadership, using forecasting and data-driven analysis.

### Legacy Development

- Lead the strategic growth of the legacy programme, ensuring multi-channel acquisition, effective stewardship and long-term cultivation of supporters.
- Develop and manage a comprehensive prospect pipeline, converting interest into confirmed pledges.
- Strengthen relationships with solicitors, professional advisors and executors, ensuring best practice and efficient legacy administration.

- Ensure timely, sensitive and high-quality stewardship of pledgers, including personalised communications and events.

### **Individual Giving & In Memoriam oversight**

- Provide strategic oversight to individual giving activity, ensuring effective acquisition, retention and campaign delivery.
- Maximise lifetime value through regular giving, appeals and strong supporter journeys.
- Integrate legacy messaging across individual giving communications to increase awareness and consideration.
- Enhance the in memoriam offer, ensuring it reflects supporter needs and contributes to sustainable growth.

### **Measurement & Reporting**

- Lead the development of KPIs and success frameworks, tracking progress towards strategic objectives.
- Produce high-quality reporting for senior leadership, providing insight, financial forecasting and recommendations.
- Use supporter data and insight to improve performance, adopting agile and innovative approaches.

### **Compliance & Innovation**

- Ensure full compliance with fundraising regulations, sector standards and GDPR.
- Maintain strong awareness of best practice in legacy and individual giving fundraising.
- Seek innovative, insight-led approaches to increase reach, engagement and sustainable income.

### **Additional**

- Act as a positive ambassador for ECHC, promoting its mission and upholding organisational values.
- Carry out any additional duties that support the needs of the charity.



# Requirements



Requirements	Essentials	Desirable
<b>Education &amp; Qualifications</b>	A degree (any subject) or equivalent professional experience	Certificate in Fundraising
	A minimum of 2 years' experience in the charity Legacy field	Diploma in Fundraising
	Proven track record in legacy fundraising and individual giving within the charity sector	
	Knowledge of In Memoriam giving and ability to oversee its development	
	Strong leadership and line management experience	
	Technical knowledge of Scottish legal frameworks for wills and legacy giving	
	Established links within the Scottish legal sector	
	Experience managing complex income forecasting models	
	Familiarity with CRM systems (e.g., Raiser's Edge, Salesforce)	
		Experience in healthcare or children's charities

		Experience setting up fundraising programmes from scratch
<b>Knowledge &amp; Experience</b>	Excellent relationship-building and stewardship skills	
	Skilled communicator able to inspire supporters and colleagues	
	Knowledge of fundraising regulations and GDPR	
	Strong and demonstrable numerical and analytical skills	
<b>Personal Qualities</b>	Passionate about ECHC's mission and values	
	Strategic thinker with a proactive, results-driven approach	
	Collaborative team player who thrives in a dynamic environment	
<b>Special Requirements</b>	Able to work flexibly, including evenings and weekends	
	Membership of PVG Scheme	
	Eligible to work in the UK	

<b>Additional</b>	<p>Commit to the ECHC behaviours so no child will face hospital alone:</p> <ul style="list-style-type: none"> <li>• Be led by the needs of children and families.</li> <li>• Be great around them. And speak up for them.</li> <li>• Be proactive. Take ownership. See it through.</li> <li>• Go beyond our personal comfort zone.</li> <li>• Be unapologetically helpful.</li> </ul> <p>Willing to work flexibly including occasional evenings and weekends as required.</p> <p>Willing to undertake additional study or learning as required to fulfil this developing role.</p> <p>Professional and convey the values of ECHC at all times.</p>
-------------------	--

## What's in it for You?

- Generous annual leave entitlement: 35 days as standard (FTE), increasing to 40 days after five years
- 24/7 Employee Assistance Programme to support staff wellbeing
- The option of face to face, confidential counselling with our retained psychologist
- Hybrid and flexible working (if applicable)
- Pension plan with employer contributions
- A fun, friendly and supportive environment, built on delivering life-changing projects for children and families and celebrating success.

