

Job Description – Community Engagement and Legacy Officer (CELO)

**Post Title:**

Community Engagement and Legacy Officer

Responsible to:

Office Manager

Line Manager:

Office Manager

Team: Admin and Reception

Location:

The Barn Owl Trust, Waterleat, Ashburton, TQ13 7HU

Salary:

£19,573 pro rata

Duration of post:

12 months

Hours of work:

15 hours

PURPOSE OF POST

The overall aim of the Community Engagement and Legacy Officer (CELO) post is to highlight to the public the positive benefits of leaving the Trust a gift in their wills. You will do this by raising awareness and engaging their interest in the work of the Barn Owl Trust, and growing legacy and In Memory income through implementation of a new Legacy Strategy.

We are a registered charity and need to raise substantial amounts of income annually to carry out our vital Barn Owl conservation work. Legacy and In Memory Income is vital to the long-term funding of the Trust, which receives no Statutory financial support.

The key areas of work are:

- to plan, develop and deliver a new Legacy Fundraising Strategy and to establish a robust Community Engagement and Legacy programme
- to ensure legacy income increases
- Improve the Public's awareness of the Trust, and the importance of Legacy Giving to our funding and work
- To build, manage and nurture relationships with supporters and to raise funds from 'In Memory' donors and potential legators

PRINCIPAL ACTIVITIES AND KEY RESPONSIBILITIES

- Design and deliver a new Legacy Strategy that delivers income pledges
- Raise awareness of the Barn Owl Trust and its work at local and national levels, e.g. giving talks to groups or seeking photo opportunities with the media, with emphasis on legacy giving
- Establish and maintain strong relationships with those leaving gifts and legacies, and with the wider community to promote knowledge about Legacy Giving, and the Barn Owl Trust
- To establish and maintain relationships with Solicitors, Funeral Directors and other external agencies to promote Gifts in Wills and In Memory giving
- Being the main point of contact at the Trust for all enquiries about gifts in wills and In Memory giving
- Organise and execute events to raise awareness about leaving a legacy to the Trust
- Ensuring notification of pledges and legacies are dealt with efficiently, appropriately and in a timely fashion
- Work with others in the Trust to ensure 'legacy asks' are included as part of the work with all types of supporters, donors, volunteers and staff
- Deliver awareness raising campaigns in line with Barn Owl Trust brand and develop tailored advice guides and other key communication materials to promote legacy giving
- Undertake all activities in line with best practice standards and processes as set out by the Institute of Fundraising, industry regulatory bodies and the Barn Owl Trust
- Keep abreast of all developments in legislation and regulatory control which cover legacy fundraising activity
- Ensure all intelligence and data is logged and tracked consistently through effective use of the Barn Owl Trust's database
- Contribute to and support other admin team work as appropriate
- Provide timely and informative reports to the Office Manager on progress made

Job Description

- To be part of and to support the Admin and Reception Team in the carrying out Trust work
- To undertake any other duties and responsibilities in line with the objectives of the post and in support of the overall work of the Barn Owl Trust
- To have a due regard to health, safety, and welfare at all times when at work
- To follow and comply with all policies and procedures which includes the Trust's Health and Safety procedures in the workplace, ensuring personal safety and the safeguarding of the interests and safety of all staff, trustees, volunteers, visitors, and others at the Trust
- To work as part of a wider team, alongside staff and volunteers as required
- Occasional reception cover, as required.
- To uphold the working values and expectations of the Barn Owl Trust
- In order for the organisation to work effectively, you may be required to assist with other areas of work and therefore, you should be prepared to undertake other duties appropriate to the post, as delegated by your Line Manager
- To be efficient, effective, and productive; honest, kind and considerate

Key Skills and Attributes

The ideal candidate will demonstrate the following:

- A real interest in Conservation
- Experience of fundraising, preferably with some knowledge of legacy fundraising
- Ability to influence through excellent communication skills, both oral and written
- Good organisational, project management skills and reliable record keeping
- Ability to write articles and give interviews for mixed media (eg Magazines, Radio/TV, Social Media)
- Resourceful, flexible and able to develop practical solutions to problems
- Creativity, resourcefulness, imagination and an enthusiastic attitude to fundraising
- Ability to work alone or as part of a team
- Well-motivated and organised with an ability to work well under pressure and to deadlines
- Able to learn from experience, and commitment to life-long learning
- IT literacy to facilitate data handling, record keeping, correspondence, webwork
- Able to follow instructions accurately
- Resilience, particularly when faced with setbacks
- Sensitivity to the needs of donors, volunteers, and colleagues
- Clean current driving licence
- Willingness to carry out a range of administrative tasks.