

Job announcement



Job Title:	Manager, Legacy Marketing.
Reports to:	Head of Cultivation.
Working Conditions:	Open to flexible working and remote working from home up to 80% per month.
Salary:	Competitive for the sector.

Who we are

[World Vision](#) is an international, non-denominational Christian relief organisation with a focus on sustainable development cooperation, disaster relief and development advocacy. More than 180 employees form part of the German office (World Vision Deutschland e.V.) and are part of the international World Vision family that comprises around 35,000 people in 98 countries all working towards better living conditions for more than 41 million children, their families, and their environment. Within the World Vision International partnership, World Vision Deutschland e.V. is the fifth largest contributor and plays an important role at the international level.

Within the German non-profit sector, World Vision Deutschland e.V. is one of the leading organisations in terms of transparency and impact with approximately 85% of donations reaching beneficiaries and we were one of the first organisations in the country to publish impact reports critically evaluating our own programmes. Additionally, as part of the [Aktion Deutschland Hilft](#) NGO corporation, World Vision Deutschland e.V. is the largest partner in fund allocation and programme delivery.

Scope of the role

[World Vision Deutschland e.V.](#) are embarking on a strategic journey to launch a new marketing/fundraising strategy with a focused approach that will breakdown old siloes to move forward with comprehensive marketing and fundraising goals. The new cohesive strategy has a focus on growth and effectiveness with the full backing from World Vision International.

The new strategy will consolidate the fundraising team across functional areas to develop best practice supporter journeys across the donor spectrum from upgrades, middle donors through to major donors and legacies.

As part of this re-structure legacy fundraising is a top priority and World Vision are seeking a Manager, Legacy Marketing to lead on the development and implementation of legacy and bequest fundraising strategies with a focus on the existing database of sponsors and donors. The database has close to 100,000 active contacts that have not yet been invited to learn more about World Vision's legacy product and this is an opportunity to spearhead growth in this new channel for World Vision.

The successful candidate will be responsible for devising a communication strategy for new potential legacy sponsors and donors and will oversee cultivation support for existing bequests. The post holder will own responsibility for the entire "Customer Journey" – from initial contact, regular personal exchange/meetings, identification, and implementation of possible expansion of support.

The Manager, Legacy Marketing will lead on the development of new and innovative marketing measures and planning and implementation with the aim to increase will commitments/income or qualifying potential contacts in the database.

Responsibilities

- Development and subsequent implementation of fundraising strategies and concepts in the area of inheritances and bequests with the goal of acquiring new inheritances and bequests, including the development of donor journeys and subsequent evaluation.
- Support and individual relationship management with donors of wills (or their families or executors), personal contact, by phone.
- Database research based on fixed criteria with the aim of acquiring new will donors from the existing pool of sponsors and donors.
- Management of all operational measures in the context of will and estate donations (conducting informational interviews with potential estate donors, correspondence with attorneys & notaries, processing of estate donations, communication with the donor's relatives, if necessary, independent implementation of inheritance law events), including close coordination with the finance department.
- Establishment and continuous development of all processes and structures required in the area of legacy marketing.
- Establishment of regular reporting as well as continuous analyses for the optimization of legacy marketing.

Profile

The ideal candidate will be an experienced legacy specialist that is excited about the opportunity to develop and grow a legacy programme from scratch. You will be enthusiastic and tenacious and

relish the idea of being the in-house expert on legacies. You will be keen to share your expertise to build a programme to deliver growth to achieve World Vision's mission.

Experience

- Successfully completed studies, ideally in the field of economics, communication sciences or comparable training.
- 2-5 years of professional experience in the field of wills / inheritance fundraising.
- Professional experience in a non-profit organization, in the social field, in the service sector.
- Knowledge of inheritance law desirable.

Skills and attributes

- Very good negotiation skills in German and English.
- Extensive knowledge of MS Office, especially Microsoft PowerPoint and Excel.
- Good knowledge of project management.
- Experience in the use of CRM systems.

How to Apply

To apply for the post, please send a letter of application stating the skills and approach you would bring to the role, along with your CV/resume in English to Ruth Gardner at ruth@darylupsall.com. Please put **World Vision, Manager Legacy Marketing** in the subject line and let us know where you saw this exciting role.

The deadline for application is Sunday, June 19th 2022