

LEGACY GIVING MANAGER

Job description and person specification

Imagine being told that you, or someone you love, is losing their sight. In that moment, two profound questions demand urgent answers:

- Can this be stopped?
- How will I live my life?

Currently, research into preventing and treating sight loss is chronically underfunded, receiving a mere 1.2% of publicly funded health research grants: people who are blind or vision impaired are three times more likely to experience loneliness and isolation than the general population.

We find and fund the brilliant minds and bright ideas that put change in sight. Our researchers are at the forefront, making breakthroughs and discoveries that will prevent, treat and cure eye disease. The partnerships we build and initiatives we support are changing life for blind and vision impaired people.

We are Fight for Sight: we won't stop until we: **Save Sight. Change Lives.**

We have a clear ambition and have the support of [well-respected and highly engaged ambassadors](#). We are now looking for experienced, committed, and creative individuals to join our dynamic team to help realise a new five-year growth strategy. **If you want to be part of something impactful, we'd love to hear from you.**

Legacy giving plays a vital role in ensuring lasting change for people living with sight loss. The **Legacy Giving Manager** will help deepen supporters' connection to our mission to Save Sight. Change Lives.

Reporting to the Head of Supporter Development, you will lead the development and delivery of the legacy and in-memory giving strategy, delivering thoughtful, inspiring campaigns that celebrate the impact of legacy and in-memory giving. You'll combine creative storytelling with data-driven insight to nurture meaningful supporter journeys, ensuring everyone who chooses to remember the charity in their will or in tribute to a loved one feels valued, respected, and part of something truly transformative.

Responsible to

Head of Supporter Development

Direct reports

None

Working hours and contract

This is a permanent full-time role (35 hours per week). We will consider part-time and flexible working arrangements.

Salary

£35,000-£40,000 (depending on experience)

Location

Hybrid working with two days per week in our Central London office.

How to Apply

Please submit your CV and a covering letter to: recruitment@fightforsight.org.uk with subject header – Legacy Giving Manager Application.

Your covering letter should include a supporting statement (max two pages) comprising:

- **Why do you think you are an ideal candidate for the role?**
- **What applicable experience you'll bring to the role?**
- **Why do you want to work for Fight for Sight?**

Closing date for applications: 9am, Wednesday 18 February 2026

Early applications are encouraged as we may need to close applications early if we reach a certain threshold.

Interview dates:

- **Round 1:** (via Teams) interviews on 26-27 February
- **Round 2:** (in-person) the following week (dates TBC)

Important note: All applicants must have the Right to Work in the UK.

Unfortunately, we do not have a sponsoring license for non-UK employees which means that if you do not have a current, valid UK working permit, please do not apply, as we will not be able to consider your application.

Role Responsibilities

Strategy Development

- Develop and deliver an ambitious legacy and in-memory giving strategy and operational plan, driving sustainable income growth and achieving KPIs.
- Develop and implement associated objectives, workplans and KPIs to track progress.
- Work closely with stakeholders, to curate and implement compelling legacy marketing plans to promote awareness of gifts in wills and recruit new pledgers.

Management of Legacy Programme

- Responsible for ensuring legacy programme meets annual targets, with appropriate stretch targets in place.
- Work collaboratively across all Income streams, Communications and Impact to drive growth in the identification and cultivation of new legacy pledgers.
- Organise legacy events to support cultivation and stewardship of legacy givers.
- Work with Retail to embed legacy messaging in our charity shops and use in-store activity to grow awareness and legacy leads.
- Provide exceptional stewardship of legacy pledgers individually and collectively, through the development and implementation of a legacy stewardship programme.
- Sensitively and expertly co-ordinate with the legacy administration function (which is outsourced), including regular communication with our professional legacy advisor, exploring and initiating stewardship and impact reporting activities.
- Collaborate on and personally take steps to maximise existing initiatives such as Gifts in Will month and identify new opportunities to market legacies and grow pledgers.
- Lead on developing and leading initiatives to improve awareness of legacies amongst charity staff, volunteers, charity shop customers and the Board.
- Collaborate with the Individual Giving Managers to identify and maximise legacy marketing opportunities through existing and new activities.

- Take personal and collective responsibility for ensuring legacy fundraising is conducted in a legal and ethical manner in line with Charity Commission guidance, and other regulators as appropriate.
- Advise and effectively manage legacy income targets and expenditure budgets, including reforecasting and target setting.
- Identify and develop strategic opportunities across fundraising, championing new initiatives and ways of working as necessary.

Person specification

ESSENTIAL

- Proven experience and knowledge of legacy giving, including channels for direct marketing to drive legacy giving.
- Experience of developing and producing legacy marketing and stewardship materials.
- Knowledge of key trends affecting legacy fundraising and able to apply insights to own work.
- Experience of using a fundraising database/CRM for effective analysis of legacy marketing campaigns and trend giving patterns.
- Strong understanding of donor stewardship and the motivations behind legacy giving.
- Strong organisational planning and project management skills.
- Proven skills and aptitudes to complete complicated procedures.
- Demonstrable analytical skills and highly numerate with experience of keeping and monitoring financial & budgeting reports.
- Ability to work on own initiative.
- Excellent communication, interpersonal, and negotiation skills.
- Attention to detail and excellent written skills including experience of writing and commenting on legacy marketing copy.
- Excellent understanding of delivering excellent supporter care.

DESIRABLE

- Experience of working with external suppliers to deliver successful direct marketing campaigns.
- Experience of linking legacies marketing with charity shop audiences.
- Understanding data protection, GDPR, and ethical fundraising standards.

Personal qualities

- An understanding of and commitment to blind and partially sighted people.
- A passion for fundraising and wanting to make a difference. Someone who is keen to succeed and keen to demonstrate their abilities.
- Highly organised with the ability to juggle several deadlines at the same time.
- Positive, confident and enthusiastic.
- The ability to use initiative, common sense and solve problems.
- Self-motivated, team worker with ability to work autonomously as required.
- Willingness to work flexibly where required.
- Approachable, creative, 'can-do' attitude.

Flexibility

The role description is a general outline of duties and responsibilities and may be amended as we grow. The post holder may be required to undertake other duties as may be reasonably required from time to time.

Application & Interview process

See above (page 2) for **How to Apply**. Please note that we value the authenticity and individuality of our applicants and believe that your CV and cover letter should reflect your unique skills, experiences, and personality.

Interview process

- **Round 1:** Successfully shortlisted applicants will be invited for a 1st round interview online via MS Teams – comprising a standard competency-based interview question format.
- **Round 2:** Those shortlisted for the 2nd round stage, will be invited for an in-person interview the following week – which will **include a presentation**, with further instructions provided prior to the interview. Candidates will be asked to present to the panel at the start of the 2nd round interview.

Employee benefits

We value our staff and volunteers and want to make sure that they are supported in their work. Other benefits we also offer are:

- A great team and a supportive culture
- Employer pension contributions matching up to 10%, and death in service cover
- Generous parental leave
- Flexible/hybrid working options
- Apprenticeships scheme, study leave and financial support for training & development
- Cycle to work scheme, eye test vouchers, and a staff loan scheme, access to an Employee Assistance Program
- An active Social Committee and staff events

Accessibility

We believe in fostering an inclusive environment where all individuals, regardless of their abilities or circumstances, feel supported and valued. If you have any accessibility requirements or specific needs that you would like us to accommodate during the application process, please let us know. If you are unfamiliar with MS Teams and would like to familiarise yourself with the platform before the interview, we are more than happy to arrange a tech run-through to ensure your comfort and confidence.

Equal opportunities, diversity & inclusion

Don't meet every single requirement? At Fight for Sight we are dedicated to building a diverse and inclusive workforce, so if you're excited about this role but your past experience doesn't align perfectly with every item in the job description, we encourage you to apply anyway. You may be just the right candidate for this or other roles that we have.

We have an inclusive and accessible recruitment process, including any adjustments required to support people from diverse community groups.

Other information

We draw your attention to some important policies that govern the research that our charity funds. You can find these [here](#).