

Individual Giving and Legacies Manager (Maternity Cover)

Candidate Information Pack

January 2026

Individual Giving and Legacies Manager

This fixed-term maternity cover role offers an exciting opportunity to step into a well-established and highly valued position within Hospice UK's Income Generation and Grants Directorate. You will join a supportive, collaborative team of colleagues who are passionate about making a difference.

In this role, you will lead and grow key income streams, with a particular focus on legacy giving, payroll giving, and in-memory giving, while ensuring every supporter's journey is meaningful, positive, and impactful.

You will be at the heart of some of Hospice UK's most important fundraising activity. This includes supporting the National Legacy Campaign and working closely with colleagues across the organisation, as well as external partners, to deliver high-impact campaigns for local hospices. By developing and delivering engaging communications and appeals, you will help maximise income generation and ensure every interaction with our supporters is memorable and rewarding.

Your work will directly support the wider team in delivering excellent supporter experiences and will have a lasting impact on Hospice UK's ability to champion and protect hospice care. Ultimately, your contribution will help ensure that people from every background can access the compassionate end-of-life care they deserve.

Reporting to	Head of Events and Supporter Engagement
Line Manager to	Supporter Engagement Officer
Salary	£44,577 per annum
Contract	Fixed term contract to cover up to a years maternity leave. Full time (35 hours per week)
Based at	<p>The post holder will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. This role is eligible for the Hospice UK Hybrid Working Arrangement from the start of employment. Our office is a short walk from King's Cross station in London.</p> <p>For this role, we need someone to come into the office at least one day a week, on a Tuesday. A day where all of Income Generation come into the office. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time.</p>

Closing date for CV & supporting statement	Noon on Monday 26 January 2026
Interview date/s	Interviews will take place online over Microsoft Teams on Tuesday 3 February and Wednesday 4 February 2026.
Contact for Questions	About the process: recruitment@hospiceuk.org About the role: g.roberts@hospiceuk.org

You can read lots more about what it's like to work at Hospice UK on our website in the [About Us section](#) and on [YouTube channel](#)).

What you'll be a part of at Hospice UK

Hospice UK fights for hospice care for all who need it, for now and forever. Our mission is to promote and protect hospice care for all who need it, for now and forever.

As the national champion for hospices, we fight to make sure hospice care is there for everyone, from every background. We fight to make sure hospices are able to deliver the best, most personalised care. We fight to make sure hospices can thrive – today and into the future.

We represent the community of more than 200 hospices across the UK. They do everything they can for children and adults living with long-term illness or approaching the end of their lives. So, we do everything we can to support hospices' incredible, invaluable work.

"As well as the open door policy I have with my line manager, Hospice UK also gives the opportunity for your voice to be heard."

Millie

Hospice UK's Office Manager

Our [ambitious new five-year strategy for 2024-2029](#) is the blueprint for how we can achieve the transformation that is needed and sets out the following three strategic priorities:

- **To improve equity of access:** we will work so people get the end of life care they need, and support hospices to reach those we know are missing out.
- **To enhance quality care:** we will support hospices to deliver individualised quality care amid rapidly changing demands.
- **To achieve sustainability:** we will fight for hospice services, making sure they are well-funded, governed and well-staffed long into the future.

We will only achieve these as a community, by being an outstanding organisation, and a great fundraising organisation.

Our values

We value working in collaboration and with compassion, we are inclusive, innovative and knowledgeable.

About the team



Your Team

We are a team of 6 that sit within the wider Income Generation and Grants directorate of 23.

The Events and Supporter Engagement Team comprises the Head of Events and Supporter Engagement, Events Fundraising Manager, Individual Giving and Legacies Manager, Digital Fundraising and Engagement Executive, and two Supporter Engagement Officers.

The team raises funds from individuals through events, digital campaigns, memorial and legacy giving, regular and payroll giving, and one-off donations. It also organises supporter engagement activities and oversees supporter communications and journeys.

"I've been at Hospice UK for 3 years and I love working here. It's an incredible organisation to work for, that truly looks after the wellbeing of the whole team. Our approach to flexible working is brilliant, giving people the autonomy to make the decision on what mix of working from home and the office works best for them. I'd definitely recommend working here and look forward to welcoming you to the team."

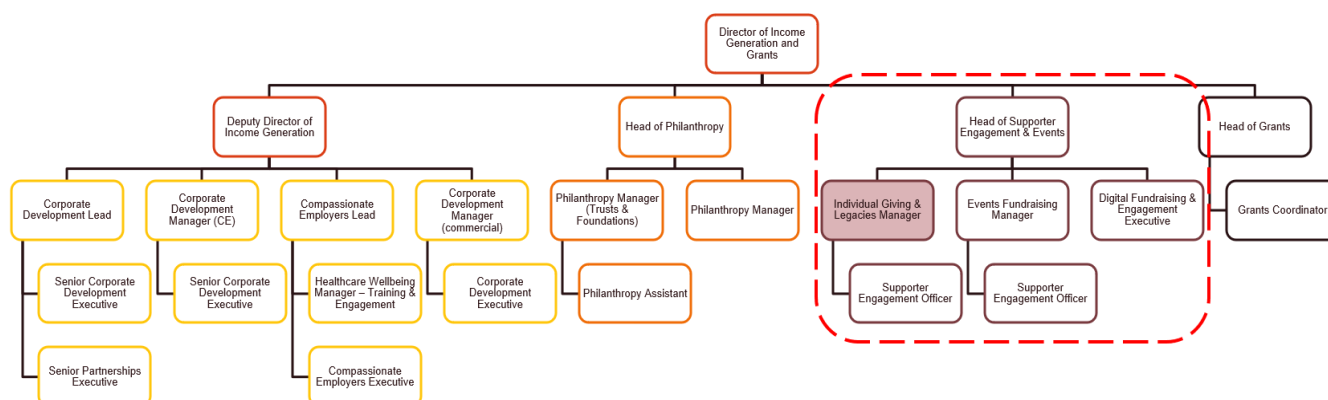
Paul H

Paul Hodgkinson, Corporate Development Manager
(Compassionate Employers)

Your manager

Your line manager will be Gemma Roberts. Gemma is Hospice UK's Head of Events and Supporter Engagement.

Gemma joined Hospice UK in 2016 and oversees the team that manages all of our fundraising challenge and special events, as well as individual giving, payroll giving, legacies and supporter journeys.



Other teams

No team is an island and none of us are as effective without each other's support. To find out more about the other teams at Hospice UK and get an idea about the size of the organisation, please see the appendix at the end of this document.

Your Key Relationships

At times you'll work with all colleagues across Hospice UK as we all have specialisms to share with one another, but the most important working relationships outside your immediate team will be:

National Legacy Campaign Project Group

You will play a central role in supporting the National Legacy Campaign, collaborating with colleagues from Income Generation, Membership Engagement, and External Affairs, as well as an external agency. This cross-functional group works together to deliver a high-impact campaign for local hospices, ensuring that all working groups are coordinated and the campaign's objectives are met. Your leadership will be key to the campaign's success and to strengthening Hospice UK's support for the hospice sector.

External Affairs Team

You will work in close partnership with the External Affairs Team, particularly communications colleagues, to ensure that individual giving and legacy activities are effectively promoted. The two teams have a very collaborative relationship and meet regularly to share updates and align on priorities.

Database Team

Data is at the heart of this role. You will work closely with the Database Team to ensure supporter data is managed accurately and efficiently, supporting the delivery of excellent supporter journeys, effective communications, and robust reporting. This collaboration will help you maximise income generation and ensure compliance with fundraising regulations.

About the job



Job Description

The post holder will be responsible for the growth and management of key income streams, with a primary focus on:

- Legacy giving
- Supporting the National Legacy Campaign in collaboration with the Director of Income Generation and Grants
- Payroll giving
- In memory giving (including the Tree of Life initiative)

The role will also support the team in delivering excellent supporter journeys, communications, and appeals, ensuring that all activities maximise supporter engagement and income generation.

This role line manages the Supporter Engagement Officer, who will support on the administration and operational delivery of these areas, as well as supporting the wider Income Generation Directorate on administrative tasks.

Key tasks and responsibilities

Legacy Giving

- Develop and deliver the legacy marketing programme, working closely with external digital agencies to promote legacy giving for Hospice UK.
- Work with the Supporter Engagement Officer to undertake the administration of the legacy case load. The post holder will need to ensure that these are received efficiently, in accordance with our supporters' wishes and in compliance with the law.
- Manage finance and budgeting for all legacy giving activities, ensuring accurate tracking and reporting.
- Work with the Chief Operating Officer and Legal Advisor to manage any contentious legacy cases that Hospice UK is a beneficiary of, in compliance with the law.
- Analyse and report on legacy marketing effectiveness, sharing insights with the wider team.
- Supporting the National Legacy Campaign for hospices, working closely with the Director of Income Generation and Grants and external agencies.

Payroll Giving

- Manage and grow the payroll giving programme, including relationships with Professional Fundraising Organisations (PFOs) and internal teams.
- Work with the Finance Team and IT Team to ensure effective systems are in place for income and data management.
- Lead the development and execution of the payroll giving marketing programme, working closely with the corporate development team to engage partners with payroll giving.
- Proactively stay ahead of emerging marketing trends by attending special interest group meetings and sector events, ensuring our payroll giving initiatives remain innovative and competitive.

In Memory Giving

- Oversee in memory giving initiatives, including the Tree of Life.
- Work closely with the Digital Fundraising and Engagement Executive on digital in-memory giving initiatives and tribute pages.
- Support the development of new opportunities for in memory giving.

Supporter Journeys, Communications, and Appeals

- Support the team in developing and improving supporter journeys for all supporters.
- Work with the Supporter Engagement Officer to manage enquiries and sending well written and timely thank you letters and other correspondence to supporters
- Support the creation and delivery of compelling supporter communications and appeals, ensuring all content is engaging, well-crafted, and fully compliant with fundraising regulations.
- Lead on the planning, creation, and delivery of direct mail appeals, working collaboratively with the Head of Events and Supporter Engagement to maximise impact and supporter engagement.

General tasks and responsibilities

- Work with the Head of Events and Supporter Engagement to evolve existing individual fundraising activities and identify new income generation opportunities from individual supporters
- Ensure all activities are in line with current legislation and best practice

- Monitor competitor activity and sector developments to identify new opportunities for supporter engagement and fundraising from legacy giving, payroll giving and in-memory giving.

Person specification

The ideal candidate will have strong experience in legacy and individual giving, proven skills in developing supporter programmes, and expertise in budget management. You'll be comfortable analysing data and collaborating in a small team. A solid understanding of legacy giving trends and compliance with fundraising regulations is essential, alongside the ability to continually improve supporter communications and appeals.

Application criteria below:

Essential	Desirable
Proven experience in legacy giving and individual giving environments	Line management experience
Experience in managing finance and budgeting for fundraising activities	Experience working with external agencies and partners
Ability to analyse and report on marketing effectiveness, sharing insights with teams	Knowledge of payroll giving and in memory giving programmes
Demonstrable ability to write engaging copy for different audiences across varied communication channels	Experience in planning and delivering direct mail appeals
Strong project management skills, with a track record of successfully managing multiple, often competing projects through to delivery	
Excellent IT skills including use of a CRM database for both maintenance and analysis, including data segmentation and reporting	

Excellent communication and interpersonal skills, with the ability to build relationships with internal and external stakeholders	
Understanding of compliance with fundraising regulations and relevant legislation	
Able to work in line with our values: collaboration, compassion, inclusive, innovative and knowledgeable	

Terms & Conditions



Contract	Fixed term contract to cover up to a years maternity leave
Salary	£44,557 per annum
Probation period	Three months
Notice period	Two months
Work Pattern	35 hours per week. We are passionate believers in working in a hybrid manner that suits you. See the appendix at the end of this document for more details.
Pension	You will be auto enrolled into our pension scheme which is at 4%. Further contributions can be made to the scheme and Hospice UK will match contributions of up to 7% of your gross salary.
Life Assurance	Is provided upon start date at three times salary, subject to acceptance by our insurers
Simplyhealth Scheme	A cash plan scheme, which provides payments towards everyday healthcare treatments for example dental, optical etc. up to a policy limit. An Employee Assistance Programme is also provided within this scheme. All employees will be covered under level three of the scheme.
Cycle to work scheme	Loaning of a cycle via a salary sacrifice scheme.
Season ticket loan	An interest free loan is available after the completion of probation.
Holiday	25 days. The leave year runs from 1 January to 31 December.
Location	<p>You will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. The Hospice UK Hybrid Working Arrangement is available from the start of your employment.</p> <p>Ideally, we are looking for someone to come into the office in London on a Tuesday each week. A day where all of Income Generation come into the office. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time.</p>

About Hospice UK



Hybrid working at Hospice UK

At Hospice UK we have been hybrid working for a long time and believe that it's important to let individuals work in a way that makes sense for them. Everyone is different and we have colleagues who love being in the office with everything that brings as well as having whole teams based in all corners of the country.

We recognise that you are an individual and you have a way of working that is best for you. We'll always do our best to accommodate that.

We believe:

It's based on trust. We trust you to choose the best times and places to match the work you do, your personal preferences and to balance this with your own needs and the needs of your team.

- Work is an activity and not a destination. Work is not simply desks in an office that people are required to be at from 9 to 5, a few days a week.
- Community, collaboration and connection are part of who we are at Hospice UK, and we know they are important for your wellbeing. We will continue to provide safe office spaces for you to collaborate and connect with each other.
- Hospice UK recognises that physical presence does not equal great performance. Your performance will be evaluated on the impact you have and the outcomes you deliver, not solely on being at the office all the time.
- We know that there might be times when, even if you'll generally be working remotely, that you feel that being on site is crucial, such as when you first start working at Hospice UK or have started a new role.
- Hybrid working is open to everyone who has a suitable role regardless of how long they have worked for Hospice UK.

Working hours and keeping in touch

We want to empower you to flex the times you work so you can balance your home life around the needs of your role. We trust you to manage your own time and make sure you do the hours you are contracted to do. However, there are some important things we would like you to be aware of:

- We may ask you (with enough notice) to be available at certain times to meet the needs of the charity, and to physically be in the office to collaborate or attend training.

- If you choose to work early or late, perhaps during unsociable hours, please be courteous and respectful to your colleagues. We don't normally expect our people to respond to emails or calls during unsociable hours, nor should you.

Hybrid working should not be used as a way of carrying on working when you are sick, often called 'presenteeism.' If you are ill, then you need to take time off.

We're proud to be a Gold Standard Compassionate Employer

This means we go beyond policy to truly support our people through life's toughest moments, like bereavement, caring responsibilities, and serious illness. We offer enhanced leave, trained managers, peer support, and access to wellbeing resources. Compassion is embedded in how we work, lead, and care for each other, every day.

About our teams

Every single person at Hospice UK is a vital part of making our amazing organisation function. None of us can do it alone.

As time goes on, you'll find out more about what colleagues in other departments do, but for now, here's an overview of the individual teams and how, with you, they help Hospice UK change the world.

External Affairs

This team brings together our communications and campaigns work, our policy, advocacy and influencing work, and our membership engagement function.

Our job as a department is to be the bold national voice of the hospice sector, representing its interests, campaigning and lobbying on its behalf, and improving public understanding of what hospices do and just how important they are.

We're here to make sure as many people as possible, from all walks of life, can access high quality end of life care – no matter who they are, where they are, or why they are ill.

Working closely with our 200+ hospice members, we have a strong track record of winning campaigns on their behalf, most notably in recent years by securing close to £400m in emergency support for the hospice sector during the Covid-19 pandemic.

Our focus now is ensuring that hospices can meet ever increasing demand for their services, with well-funded and well-staffed hospices across the UK.

Programmes

This team brings together the projects and networks we deliver with and on behalf of our 200+ members, and our health, charity and academic partners. Our projects aim to increase the reach of hospice care to underserved communities. Our networks bring together colleagues and experts in many different roles to share and learn from each other.

We run conferences and webinars, including our flagship annual national conference. And we work with hospice leaders to tackle together some of the key issues impacting funding, workforce and service delivery across the four nations of the UK.

Our work is often overseen by clinicians and underpinned by the national evidence we analyse and the data we collect from hospices.

Income Generation and Grants

The Income Generation team raises money for Hospice UK through events, major donors, trusts, individual giving, legacies and corporate partnerships.

The Grants team secures funding from grant-making organisations and then distributes it to hospices via managed grants programmes.

The department is made up of five teams:

- Events and Supporter Engagement
- Philanthropy
- Corporate Development
- Compassionate Employers
- Grants.

These teams all work alongside one another to maximise income for Hospice UK and support for local hospices through a variety of activities, campaigns and partnerships.

Our aim is to create sustainable, diverse income streams to enable Hospice UK and local hospices to continue to develop and thrive.

Operations and Transformation

Operations and Transformation teams enable Hospice UK to be an outstanding organisation, supporting and enabling the whole charity to achieve its objectives by providing resources and modern ways of working. We ensure that the best and most skilled staff can contribute to us being a great membership body. Hospice UK needs to be a super place to work to attract diverse talent and we are determined to foster a positive culture and employee experience.

The **Operations team** is made up of our internal support teams:

- **Finance** manages all the income and outgoings for the organisation, ensuring that we use the funds we receive from our supporters in a way that will give the most benefit.
- **Facilities** lead on ensuring that our office and wider means of working are running smoothly and allowing all our colleagues to have a welcoming, functional and enjoyable place to visit.
- **Regulatory and Contracts Manager** - not an employee but works closely with the operations team, and in particular ensures any contracts or agreements we enter into with external organisations are fit for purpose.

The **Transformation team** works together to make Hospice UK a super place to work by providing a great colleague experience and continually improving our processes.

- **People and Culture** work to look after the people at Hospice UK from ensuring that new colleagues have everything they need (including managing the induction programme and creation of this document). They work with managers to recruit new colleagues and provide a comprehensive learning and development offer to help every colleague perform at their best. They help us to focus on the wellbeing of everyone at Hospice UK.
- **ICT and Data** provides the technology and data that helps us all to work efficiently and effectively from anywhere. They collaborate with all teams to improve our processes so that we can deliver excellent services to the hospice sector, members of the public and others.