

<b>Role Title:</b>	<b>Will to Give Development Officer</b>
<b>Reporting To:</b>	Will to Give Chairperson
<b>Main Purpose of the Role:</b>	<p>To deliver effective marketing and administrative support where required to Will to Give legacy giving group to maximise charitable gifts in Wills for all charities operating in Northern Ireland.</p> <p>To work directly with member and non- member charities, suppliers, partners and professional advisors.</p>
<b>Location:</b>	<p>From home.</p> <p>Time to attend monthly WTG Member Meetings at Cleaver Fulton Rankin Solicitors, Belfast</p> <p>Time to attend occasional events and meetings with key external stakeholders</p>
<b>Hours per week:</b>	15 hours (flexible across days worked)
<b>Salary:</b>	<p>12-month fixed term contract</p> <p>£15.50 per hour</p>

<b>Key Responsibilities</b>
<p><b>Marketing &amp; Events</b></p> <ul style="list-style-type: none"> <li>• To work with the management committee to develop and implement an annual plan of activity to raise awareness and create conversations about legacies.</li> <li>• To deliver Will to Give marketing and PR activity in line with the annual plan, utilising opportunities afforded by partner and media organisations.</li> <li>• To support the Chairperson and Management Committee in the development of legacy promotion materials and fundraising toolkits for member organisations.</li> <li>• To assist the Management Committee and all member representatives in the promotion of Will to Give's activities to all stakeholders.</li> </ul>

- To support the Events Sub-Group in the co-ordination and delivery of all Will to Give event activity including Professional Advisors Event, Will to Give AGM, NI Pensioners Parliament, Will to Give Week, Institute of Fundraising Annual Conference
- To assist with the planning and delivery of a new campaign to make charitable prompting the standard practice among professional advisors.
- To seek opportunities and make approaches to work with professional advisors across the legal and financial sector, with support from the Chair and Management Committee where required.

### **Digital**

- To develop, with guidance from the Chairperson and Management Committee, a digital strategy and programme of digital communications tailored to effectively engage WTG's key audiences.
- To undertake an annual review of WTG's website and make recommendations to ensure it is relevant, current and fit for purpose for the various audiences
- To review and create web content and blogs in line with guidance from the Chairperson and Management Committee and act as point of contact for Internet Creations (web provider).
- To develop and post effective monthly social media content (platforms X and Facebook).
- To develop and provide a quarterly informative report relating to the performance of digital communications.

### **Membership**

- To support the Executive Committee in promoting the recruitment of new charity member organisations at all available opportunities.
- To work with the Chair and Treasurer to provide induction and administration of new members
- To ensure the membership database, contact details, webpages and charity logos poster is kept up to date.

- To support in the stewardship of charity members including creating a quarterly newsletter for member charities, administration of Facebook pages and sharing relevant information, blogs, advice and legacy activity updates.
- To support the Training Sub-Group in the co-ordination and delivery of Will to Give training activity for internal and external audiences.
- To develop briefing notes to share with any members unable to attend training sessions.
- To support the Training Sub-group in gathering evaluation of training invested in and undertaken by WTG.

**Administrative support**

- Attend monthly WTG group meetings.
- To deputise where the WTG Secretary is unable to attend WTG meetings and prepare minutes.
- To assist with the organisation of monthly Will to Give group meetings, helping relevant Sub Groups co-ordinate agendas, presentations & speakers.
- Any other duties, as requested by the group's Chairperson or Management Committee.