



## Job Description

For over a century, SPANA has been dedicated to transforming the lives of working animals and supporting the people who depend on them. We work with partners worldwide to increase access to essential veterinary treatment and campaign for better welfare standards. We also support owners as they develop the knowledge and skills to look after their animals with confidence and care – while inspiring the next generation to do the same. Together, we're building a world where working animals are healthy and valued, communities are stronger and livelihoods are more secure. Find out more at [www.spana.org](http://www.spana.org)

**Vision** Our vision is a world where every working animal lives a healthy and valued life.

**Mission** Our mission is to transform the welfare of working animals in a world where animals, people and the environment are respected and thrive.

<b>Job title:</b>	<b>Legacy Officer</b>
<b>Reports to:</b>	Head of Philanthropy
<b>Location:</b>	UK based, hybrid working with regular attendance (approximately one to two days per month, or more if preferred) in our London office
<b>Terms:</b>	Full-time (34.5 hour per week), permanent
<b>Salary</b>	<b>c £36,000</b> per annum subject to skills and experience
<b>Benefits</b>	<ul style="list-style-type: none"><li>• 26 days annual leave, plus bank holidays; further leave accrues after two years of service to a maximum of 30 days.</li><li>• Generous company pension scheme with 10% employer contribution if employee contributes a minimum of 5%.</li><li>• Healthcare cash plan with Medicash, including access to virtual GP appointments.</li><li>• Enhanced employee assistance programme.</li><li>• Group income protection and life insurance scheme.</li><li>• Volunteer day programme.</li></ul>

## **Purpose of the role**

The Legacy Officer plays a vital role in securing the long-term future of the charity by administering, promoting, and stewarding the charity's legacy programme, our largest income stream. Legacies are predicted to peak in the next ten years, so this is an exciting time to help us bolster our existing programme, try new and innovative marketing methods to attract new legacy pledgers, and provide ongoing stewardship to legacy pledgers and enquirers, ensuring supporters understand the lasting impact their gift can have on the lives and welfare of working animals across the world. The Legacy Officer will be part of the Philanthropy and Fundraising Partnerships department, working with 5 other team members, and managed by the Head of Philanthropy and Fundraising Partnerships. This position will also be responsible for overseeing the administration of estates in which SPANA has an interest under the guidance of our Legacy Adviser, ensuring compliance with fundraising regulator policies and other legal frameworks.

## **Key responsibilities**

### **Area 1: Legacy Administration**

- Manage a caseload of pecuniary, residuary, and specific legacies, assisting our Legacy Adviser to ensure we maximise our income and meet our budgetary goals.
- Communicate professionally and empathetically with other beneficiaries, solicitors, executors and family members, where appropriate.
- Maintain accurate records of legacy payments and income using the charity's CRM system.
- Create a legacy administration manual, helping codify existing processes, such as income reporting and CRM data input and analysis.

### **Area 2: Legacy Marketing**

- Assist in the delivery of legacy marketing strategy, including overseeing production of relevant materials and resources, organising legacy pledger and enquirer events, and copywriting legacy adverts for digital, direct mail, and other fundraising channels.
- Help customise legacy marketing materials for Australian audiences, as well as other global markets

### **Area 3: Legacy Acquisition and Stewardship**

- Manage legacy enquiries through phone, email, and mail and direct supporters to appropriate resources
- Work with our Fundraising Partnerships team to update and implement stewardship strategies for legacy pledgers, including highlighting how legacy donations support our work and ensuring appropriate thanking and recognition practices.

### **Area 4: Collaboration**

- Work collaboratively with our Global Programmes, Global Resources, and Global Fundraising, Marketing, and Communications teams, as well as our global partners in-country, to gather content for impact and manage restricted legacies.

In addition, undertake any other duty or responsibility that may reasonably be required for this role.

## **Person Specification**

### **Knowledge and Education**

- Knowledge of GDPR and fundraising regulations
- Knowledge of marketing strategies and strategic implementation, such as promoting gifts in Wills through mailings, digital content, or supporter communications.
- Knowledge of donor stewardship best practices

### **Experience and Skills**

- Experience of direct marketing, digital marketing or supporter fundraising
- Experience in building and nurturing collaborative relationships with partners, potential and existing supporters, and colleagues at all levels
- Experience of communicating clearly with the ability to adapt your communication style for different people as appropriate
- Experience drafting professional correspondence and providing administrative and logistical support
- Experience supporting fundraising events
- Experience supporting fundraising campaigns (including tracking metrics, monitoring engagement levels, and coordinating with vendors)
- Experience using FirstClass or similar CRM
- Experience using Microsoft Office

### **Personal Attributes**

- Excellent interpersonal, organisational, and communication skills, especially in handling sensitive conversations
- Interest in legacy fundraising and relationship management
- Ability to prioritise and well-organised
- A commitment to SPANA's mission to transform the welfare of working animals.

### **Desirable Criteria**

- Experience in a legacy fundraiser role
- Experience in probate law, working towards or have obtained solicitor qualification or Certificate in Charity Legacy Administration (CiCLA)
- Knowledge of bequest/gifts in Wills processes in international markets
- Knowledge of audit processes and accrual-based accounting

This is a UK based position and applicants must have the right to work in the UK currently and for the duration of the contract.

To apply: Send a CV and cover letter/email (totalling no more than two pages) to [recruitment@spana.org](mailto:recruitment@spana.org). Please state where you saw the role advertised in the body of your email. If you have any questions about the role please feel free to email us.

We recognise that candidates may choose to use AI in their application documents. We recommend that candidates ensure that their use of AI is considered and that their application documents accurately reflect their skills and experience. Applicants are advised that we do not use AI in our application review process, and all applications are independently reviewed by a minimum of two members of our team. Some interview processes will involve skills assessments which we expect candidates to complete without the use of AI.

Deadline: 23:59 GMT Sunday 29 March 2026

All applications will be acknowledged. Unfortunately, once a vacancy has closed, we are unable to consider further applications.

Applications without a cover letter/email explaining how you meet the requirements for the role will not be considered.