



Legacy Giving Manager Candidate Pack

Candidate Brief

Legacy Giving Manager

Dear Candidate,

Thank you for your interest in joining the British Deaf Association (BDA) as our Legacy Giving Manager.

This is an exciting moment for the BDA. Following the successful passage of sign language legislation across all four UK nations and the continued delivery of our ambitious 2022-2032 Strategic Vision, we are entering a new phase of growth and sustainability. To achieve our ambitions, we must build a strong and diverse income base that allows us to continue advancing Deaf people's rights, equality and access to sign language for generations to come.

Legacy giving has long been an important source of income for the BDA. Gifts left in Wills have helped to fund some of our most significant achievements and have enabled Deaf people to create lasting change beyond their lifetime. Today, legacy income represents the majority of our voluntary income, making this one of the most strategically important fundraising opportunities available to us.

We are now looking for an exceptional individual to lead and grow this area of work, initially on a 12-month fixed term contract but with a strong desire to make permanent.

This is not simply a legacy marketing role. You will have responsibility for shaping our long-term legacy strategy, developing supporter journeys, increasing awareness of Gifts in Wills, managing legacy administration and helping forecast a significant future income stream for the organisation.

What makes this role particularly special is the organisation behind it. The BDA is proudly Deaf-led, community-rooted and values-driven. Every day, our work helps shape policies, change perceptions and tackle inequality for Deaf people across the

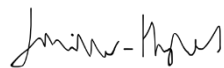
UK. By growing our legacy programme, you will help ensure that this work continues long into the future. Plus, you'll be supported by a Head of Income Generation who comes from a successful background in legacy giving strategy and operational delivery – me! I am also the Co-Chair of the Legacy & In Memory Special Interest Group for the CIOF, so you can be assured that you will have my full backing and support right to the top of the organisation.

We're looking for someone who combines strategic thinking with strong relationship-building skills, someone who understands both the technical and human side of legacy fundraising, and someone who is excited by the opportunity to build something that can have a lasting impact.

Whether you are an experienced legacy professional looking for your next challenge or someone with transferable experience keen to step up, but fundamentally is passionate about supporter-centred fundraising, we encourage you to consider joining us.

I hope this candidate pack gives you a sense of both the opportunity and the organisation. We look forward to hearing from you.

Kind regards,



Jordan Miller-Hughes
Head of Income Generation
British Deaf Association



About the British Deaf Association

The British Deaf Association (BDA) is the UK's national representative organisation for Deaf people who use British Sign Language (BSL) and Irish Sign Language (ISL). Founded in 1890, we exist to advance human rights and equality for Deaf people and to protect and promote sign language, Deaf culture and Deaf communities across the United Kingdom.

We are proudly Deaf-led. All of our Trustees and most of our staff are Deaf, with BSL and ISL central to how we work and communicate. Our lived experience informs everything we do.

The BDA has been instrumental in securing legal recognition of sign languages across all four UK nations, helping to achieve landmark legislation including the BSL (Scotland) Act 2015, BSL Act 2022, BSL (Wales) Act 2026 and the Northern Ireland Sign Language Act 2026.

Our work is delivered through four strategic programmes:

- Community & Advocacy
- Training & Consultancy
- Human Rights & Equality
- Sign Language & Culture

Together, these programmes advance Deaf people's rights, promote BSL and ISL, challenge inequality and strengthen Deaf communities.

Our Vision

Deaf people fully participating and contributing as equal and valued citizens in wider society.

Our Mission

To ensure a world in which the language, culture, community, diversity and heritage of Deaf people is respected and protected, enabling Deaf people to participate and contribute as equal and valued citizens.

Why This Role Matters

Gifts in Wills are currently the largest source of voluntary income for the British Deaf Association.

As we deliver our 2022-2032 Strategic Vision, safeguarding and growing this income stream is essential to ensuring that future generations of Deaf people benefit from a strong, independent and influential representative organisation.

The Legacy Giving Manager will play a pivotal role in building long-term financial sustainability for the BDA. Through strategic marketing, supporter stewardship, legacy administration and relationship management, you will help secure transformational income that protects Deaf people's rights and advances sign language equality for decades to come.

This is an opportunity to build and shape a programme with significant growth potential while working for one of the UK's most respected Deaf-led organisations.

The Income Generation Team

The Income Generation Team has responsibility for generating sustainable income that enables the BDA to deliver its mission and strategic ambitions.

Working across fundraising, membership, commercial partnerships, philanthropy, training & consultancy, Heritage and legacy giving, the team is focused on creating a diversified and resilient income portfolio.

The Legacy Giving Manager will work closely with colleagues across Community, Communications, Policy, Finance and Senior Leadership to embed legacy giving throughout the organisation and maximise opportunities for growth.

Job Description

Role Details

Item	Details
Role	Legacy Giving Manager
Salary	£40,000 - £45,000 per annum depending on experience
Reports To	Head of Income Generation
Manages	None
Location	Flexible with hybrid working across BDA offices and home (we have multiple locations across the UK)
Hours	35 hours per week
Contract	Fixed Term – 12 months (with possible extension to permanent)
Holiday	25 days plus Bank Holidays
Pension	Contributory pension scheme of up to 10%

The Opportunity and Role Summary

This is a rare opportunity to take ownership of a strategically important income stream at a pivotal point in the BDA's development. The Legacy Giving Manager will lead the growth of legacy giving, combining strategic development, supporter stewardship, accessible marketing, administration and insight to help secure the future of Deaf equality and sign language rights across the UK.

You will:

- Develop and implement BDA's legacy giving strategy, setting objectives and strengthening future income planning.
- Increase awareness of Gifts in Wills across Deaf communities and wider supporter audiences through innovative, accessible marketing campaigns and supporter journeys.
- Build long-term relationships with legacy enquirers, pledgers and supporters, providing sensitive and supporter-centred stewardship.
- Oversee legacy administration, case management and income forecasting, using CRM data and supporter insight to improve performance.
- Embed legacy giving throughout wider fundraising and supporter engagement activity, working collaboratively across the organisation.
- Help secure the future of Deaf equality and sign language rights across the UK by growing a programme with significant long-term impact.

For the right candidate, this role offers the opportunity to make a genuine and lasting impact while shaping a programme with significant growth potential.

Key Responsibilities

1. Legacy Strategy & Development

- Develop and deliver a long-term legacy strategy.
- Set annual objectives, KPIs and income targets.
- Identify opportunities to embed legacy giving throughout the supporter journey.
- Build understanding of legacy fundraising across the organisation.
- Monitor fundraising trends and opportunities.

2. Legacy Marketing & Campaigns

- Deliver integrated legacy marketing campaigns.
- Create supporter-centred content and impact stories.

- Produce accessible legacy resources, including BSL content.
- Promote Gifts in Wills through campaigns, events and communications.
- Work with Communications colleagues to maximise reach and engagement.

3. Supporter Stewardship & Relationship Management

- Develop meaningful relationships with pledgers, enquirers and prospects.
- Design stewardship journeys across the fundraising programme, culminating in a legacy gift.
- Handle legacy enquiries professionally and sensitively.
- Maintain accurate records on Beacon CRM.
- Deliver excellent supporter care.

4. Legacy Administration & Case Settlement

- Manage administration of estates and legacy gifts.
- Liaise with solicitors, executors and advisers.
- Maintain accurate records.
- Monitor estate progress and income receipts.
- Support audit and compliance requirements.

5. Data, CRM & Insight

- Lead CRM management for legacy supporters.
- Analyse KPIs and performance.
- Segment audiences.
- Improve campaigns through insight and data.
- Ensure GDPR compliance.

6. Collaboration & Representation

- Work collaboratively across departments.
- Build relationships with external stakeholders.
- Represent the BDA at relevant events.
- Support wider fundraising initiatives.

7. Leadership & Continuous Improvement

- Champion legacy giving internally.
- Promote supporter-centred fundraising.
- Contribute to strategic planning.
- Drive innovation and continuous improvement.

8. Budget Management & Forecasting

- Manage the legacy fundraising budget.
- Monitor expenditure and ROI.
- Develop and maintain accurate legacy income forecasts.
- Analyse pipeline performance.
- Report regularly on risks, opportunities and financial performance.
- Support organisational budgeting and business planning processes.

Person Specification

Essential Experience

- Experience of legacy fundraising or Gifts in Wills marketing programmes.
- A working knowledge of estate administration or legacy case management, or experience of working with an outsourced supplier.
- Experience of supporter engagement or fundraising programmes.
- Relationship management experience.
- Experience managing budgets and financial performance.
- Experience using CRM systems.
- Excellent communication and interpersonal skills.
- Strong project management and organisational skills.

Desirable Experience

- Experience producing income forecasts and analysis.
- Experience of long-term income modelling.
- Understanding of charity finance and legacy accounting.
- ILM CiCLA qualification or equivalent.

- Experience within membership or campaigning organisations.
- Experience working with Deaf communities.
- Native BSL user

Other Requirements

- Ability to travel across the UK.
- Flexible approach to working hours.
- Understanding of GDPR and fundraising regulations.
- Commitment to the values and mission of the BDA.

Values & Accessibility

At the BDA we are:

- Purpose-driven
- Community-led
- Collaborative
- Courageous
- Inclusive
- Empowering
- Impact-focused

As a Deaf-led organisation, we actively encourage applications from Deaf and disabled people and are committed to providing accessible recruitment processes and reasonable adjustments. Applications in BSL are welcomed.

How to Apply

Please submit:

- A CV (or equivalent experience statement)
- A supporting statement (maximum two sides of A4) explaining how you meet the requirements of the role, or
- A supporting statement submitted in British Sign Language

Send applications to:

recruitment@bda.org.uk

For an informal discussion about the role please contact the hiring manager:

Jordan Miller-Hughes

Head of Income Generation

Jordan.Miller-Hughes@bda.org.uk