

Legacy Marketing and In Memory Manager

£34,400 per annum (£43k pro-rata), 28 hours per week

Your impact:

As our new Legacy Marketing and In Memory Manager, you'll play a central role in securing the long-term future of our mission.

You'll lead the development and delivery of inspiring campaigns that show supporters the incredible impact their legacy could have, helping us protect animals for generations to come. You'll also develop our first-ever In Memory giving strategy – creating meaningful, sensitive ways for people to honour loved ones through our work.

This is an exciting time to join our ambitious Fundraising Team as we grow our reach, deepen our supporter relationships and transform how people think about animals and 'sport'. If you want to help build a kinder future, we'd love to hear from you.

Responsibilities:

You'll deliver a programme of multi-channel campaigns and stewardship activities that inspire Legacy and In Memory support, from strategic planning and message development to campaign delivery, evaluation and supporter journeys.

- Driving and delivering legacy acquisition, conversion and stewardship campaigns
- Designing and launching a new In Memory strategy
- Creating compelling supporter journeys and communications
- Running events, appeals and digital campaigns
- Using insight and analysis to drive improvement and impact

Must-have skills, education & experience:

- Proven experience of Legacy and In Memory fundraising across multi-channel delivery
- Strong project management and creative campaign delivery skills
- Excellent copywriting and creative briefing skills
- Confidence with data, segmentation and analysis
- Confidence to represent the League at events
- A collaborative approach and a genuine commitment to animal welfare



League culture

What do we do?

Animals are at the heart of everything we do. We strive to protect animals from being persecuted in the name of 'sport.'

We campaign for change

Standing up for those who don't have a voice, our hard-hitting campaigns inspire action and demand changes to legislation to protect them.

We educate

Our high-profile work in the media and expert behind the-scenes lobbying across the devolved nations, ensures we can create awareness of the plight our wildlife faces.

We provide intelligence to law enforcement

Our animal crimewatch gathers reports of suspected animal cruelty for us to investigate. Our in-house intelligence team provides packages for local law enforcement about those suspected of illegal activity to bring them to justice.

We safeguard the natural environment across our wildlife reserves

Our ten wildlife reserves provide a safe haven for animals to roam free from persecution. Our reserves allow space for wildlife to flourish with minimal intervention and after just a few years this has already seen positive environmental results.

Who are we?



What's it like to work at the League?

[Hear from the Senior Management Team](#)

[What do staff enjoy about their work?](#)

[What are the biggest challenges?](#)

[How does the team feel about the League as an employer?](#)

Why join us?

In addition to the opportunity to impact real change for animals, we have:

- Great [benefits](#)
- A strong commitment to [learning and development](#)
- An ethical approach to [sustainability](#), [diversity and inclusion](#), and [business practices](#)

More about the role

Ready to make a real difference? Don't wait - apply now!

To see our current legacy offering, visit www.league.org.uk/will

To apply, please submit your CV along with a covering letter detailing your interest in the role and relevant experience and skills to @league.org.uk by 22 JUNE 2025.

Next steps

Work with us to stop animal cruelty in the name of sport, apply now by sending your CV to people@league.org.uk. Together, we can redefine what is acceptable and create a better world for animals.