

Job Description

Individual Giving and Legacy Manager



About JW3

JW3 is the only Jewish Community Centre of its kind in the UK, serving as a dynamic, cross-communal hub for Jewish arts, culture, education, and social action.

JW3's purpose-built venue in north London opened in 2013 and plays host to over 150 events and activities every week including adult education, language classes, theatre and live music performances, youth activities, film screenings, family events, seasonal installations, social impact projects and volunteering projects.

Our Vision

A vibrant, diverse, unified Jewish community, engaged with Jewish life and actively contributing to wider society.

Our Mission

To create open and welcoming Jewish spaces that bring different people together, strengthen identities, and build community through arts, culture, education, and social action.

Our Values

Six values shape our culture, guide how we behave and inform our decision-making. They are at the heart of the way we work, driving how we act as individuals and as an organisation.

- **Community**
- **Inclusivity**
- **Loving Kindness**
- **Creativity**
- **Collaboration**
- **Leading by Example**

JW3 Development is a registered charity, the purpose of which is to raise funds to support the charitable work of the JW3 Trust.

About the Role

HOURS: Full time, 37.5 hours per week Monday-Friday (scope for 0.6 or 0.8 FTE)

REPORTING TO: Fundraising Director

SALARY: Up to £45,000 per annum, dependent on experience

LOCATION: London, NW3 / Hybrid

Purpose of Role

As a popular and well-established community and cultural centre with well over 100,000 visitors/year, JW3 has the opportunity to translate broad-based engagement into greater ongoing charitable support. Our new Individual Giving and Legacy Manager will help us to deliver on the immense potential of this area of giving.

In this new role, you will deliver community giving initiatives and lead the roll-out and operation of our refreshed friends (membership) scheme. You will develop integrated supporter journeys for our regular donors, with the potential to design new activities to facilitate this. You will also be responsible for growing our legacy programme, working in partnership with Marketing and Communications colleagues to expand reach and visibility, and personally engaging with enquirers and pledgers.

In this role, you will be building on solid income foundations (c. £180k+/year) and a recent growth, while also having the opportunity to shape what the future looks like for this key giving area. This position would be ideal for someone who is data and process-led, and also values direct, personal engagement with current and potential supporters.



Key Responsibilities

- Develop and implement Individual Giving and Legacy programmes (IGLs), with support on strategic direction from the Fundraising Director.
- Drive and manage regular and episodic giving from those giving up to £1k/annum, with administrative support from the Fundraising Coordinator. This will include the implementation of an existing matched giving campaign as well as the design and operationalisation of new products.
- Build and deliver supporter journeys that maximise engagement and giving in-year and year-to-year. As well as growing the volume and value of in-life giving, you will identify and build supporter journeys that facilitate these donors becoming legators.
- Oversee the redesign and relaunch of our Friends programme (with support from external consultants if/as necessary).
- Working in partnership with the Marketing and Communications team and Fundraising Director, design and enhance messaging to, and communications with, prospective and current IGL donors.
- Collate and manage data on the performance of specific IGL campaigns and initiatives.
- Use data (internal and sector comparators where relevant) to identify how product/activity fundraising outputs can be strengthened, and to inform new and improved approaches.
- Ensure high-quality thanking and stewardship of IGL supporters, balancing a systematic, scalable approach with a personal touch.
- Manage any contractor/supplier relationships required to deliver the IGL programmes.

Key Responsibilities

- Protect and enhance the reputation of JW3, representing the organisation in a professional manner to all stakeholders, and acting as an advocate for the work of JW3
- Attend relevant staff meetings, supervision, training days and other events as required.
- Work flexibly, including occasional evenings and Sundays.
- Undertake other reasonable duties as required by line management.

Person Specification

Essential Skills & Experience

- Extensive track record of Individual Giving (IG) and/or Legacy fundraising
- Experience in setting-up and delivering new IG and/or Legacy campaigns/products
- Experience in evaluating IGL campaigns/products success and making or proposing improvements
- Track record of developing and implementing a range of supporter journeys
- Experience of personally delivering high-quality supporter care
- Strong numeracy skills and ability to extract insight from both quantitative and qualitative data
- Excellent attention to detail
- Highly organised, with a methodical approach to structuring and delivering work
- Ability to navigate competing priorities and manage time-sensitive issues in a calm, professional manner
- Strong relationship-building and stakeholder management skills
- Excellent written and verbal communication skills
- Demonstrable understanding of how to operate in compliance with Data Protection requirements and other relevant legal and ethical frameworks
- High level of IT proficiency (including Microsoft Office software), including confidence in use of CRMs

Person Specification

Desirable Skills & Experience

- Experience of setting-up and/or running a friends (membership) scheme
- Direct knowledge or experience of fundraising in cultural and/or Jewish organisations
- Experience in working with external suppliers/agencies on IGL campaigns/deliverables
- Strong experience of working cross-functionally (i.e. with Marketing and Communications) on programme design and delivery
- Experience of deploying project management tools to support roll-out and delivery of complex, multi stakeholder projects

Personal Qualities

- Approachable, collaborative and able to engage with diverse stakeholders
- An affinity with JW3's vision and mission
- A proactive and flexible approach to their work
- Commitment to the values and mission of JW3

How to Apply

Please send your cover letter and CV to:

Eszter Bobvos | eszter@jw3.org.uk



This role description is not exhaustive or all encompassing. Certain elements of the role may change from time to time, without altering the core premise of the role or the level of responsibility involved. This information will be reviewed and updated as and when appropriate, in consultation with the post holder, to reflect appropriate changes.

JW3 Development is a registered charity, no.1156248. company no. 08747913 (England and Wales). JW3 Trust Ltd is a registered charity, no. 1117644. JW3 Trading Ltd, registered company no. 7686352 (England and Wales), is a wholly owned subsidiary of JW3 Trust Ltd. at 341-351 Finchley Road London NW3 6ET.