

Job description: Head of Individual Giving and Legacies

Job title	Head of Individual Giving and Legacies
Salary:	£54,900 - £61,000.
Reports to:	Director, Individual Giving and Audience Engagement
Line reports:	Individual Giving and Legacy & Mid Value Managers
Key relationships:	Internal: All internal teams across Fundraising and support functions External: UNHCR colleagues and their National Partners, Agencies, third parties and freelancers
Contract type:	Permanent
Location:	WeWork, 1 Mark Square, London EC2A 4EG Note: We operate a hybrid working policy with at least 1 mandatory office attendance day per week.
Date created/ last amended:	October 2026

WHO WE ARE AND WHAT WE DO

United Kingdom for UNHCR is the United Nations Refugee Agency's national charity partner for the United Kingdom. We raise funds that enable UNHCR to support refugees and displaced communities as they rebuild their lives, access protection, and pursue opportunities for the future.

Our supporters include UK private individuals, communities, corporate partners, trusts and foundations. The funds we raise help UNHCR deliver emergency relief such as shelter, medical care and basic supplies to people fleeing conflict and persecution, as well as healthcare, education and livelihoods opportunities for those who remain displaced over the long term.

Nobody chooses to be a refugee, but we can all play a part in their protection, and we want those who work with us to share our values and passion for the cause.



DIVERSITY, EQUITY, INCLUSION AND BELONGING

We strongly value diversity and recognise that it is critical to our success and the cause that we serve. We are committed to providing an inclusive environment for all who work with us and strongly welcome applications from diverse backgrounds, particularly those with lived experience of being a refugee, asylum seeker, internally displaced person, or a stateless person.

UK for UNHCR is proud to have a Diversity & Inclusion Working Group. The Diversity & Inclusion Working Group is a group of colleagues focusing on tasks that drive action in the implementation of our D&I Approach. The group also works to create safe spaces that brings colleagues together for events, discussions and learning experiences that celebrate and support diversity and tackle barriers to inclusion.

JOB PURPOSE

The purpose of this role is to lead the Individual Giving and Legacies function within the Individual Giving & Audience Engagement Directorate, translating the strategic direction set by the Director of Individual Giving & Audience Engagement into integrated fundraising programmes that deliver sustainable income growth and maximise supporter lifetime value and experience.

Working closely with the Director of Individual Giving & Audience Engagement and the Head of Digital Performance & Engagement, and in partnership with other senior stakeholders, the postholder will ensure the function delivers exceptional supporter experiences, achieves ambitious financial targets and continually improves performance through insight, innovation and collaboration.

ROLE RESPONSIBILITIES

Strategy

Lead the development of the Individual Giving and Legacy portfolio, translating the Director's long-term strategic direction into annual priorities, portfolio strategies and activities that meet the departmental strategic goals.

Continuously review the performance of the Individual Giving and Legacies portfolio, identifying opportunities for growth and making recommendations for investments that maximise sustainability and long-term value metrics, and deliver in-year net contribution.

Ensure acquisition, retention, supporter development and legacy marketing operate as an integrated function, supported by channel-neutral supporter journeys that deliver a consistent supporter experience.

Oversee campaigns and activities, including emergency appeals, ensuring high-quality execution and strong financial performance.

Lead high profile or strategically important projects, ensuring activities are delivered to plan, and results are reported to the Director, Individual Giving & Audience Engagement, and other stakeholders.

Work strategically with the Head of Digital Performance & Engagement to ensure digital capability, platforms and audience engagement support fundraising priorities and maximise supporter conversion and lifetime value.

Build effective partnerships with Communications to maximise the impact of owned and earned media, PR, ambassadors and awareness campaigns in support of fundraising objectives.

Planning and performance management

Be accountable for the performance of the Individual Giving & Legacies function, ensuring clear planning, performance and reporting frameworks and processes are in place to support effective management and organisational decision making.

Lead the annual business planning process, translating strategic priorities into integrated operational plans and objectives and ensuring capacity and resources are in place to deliver current priorities while supporting future organisational growth.

Work with Data & Insight and Digital Performance & Engagement teams to develop reporting, dashboards and performance frameworks that support data-led decision making at the strategic and operational level, and ensure lifetime value, retention and long-term value metrics are embedded.

Use insight, analysis and performance data to continually review performance, and provide regular strategic updates to the Director, identifying opportunities to optimise investment, improve lifetime value and deliver sustainable income growth, and ensuring timely interventions are made to mitigate risks.

Create a programme of innovation, optimisation and insight, embedding a culture of continuous improvement and evidence-based decision making to improve fundraising effectiveness.

Budget and financial management

Own the planning, management and forecasting of the Individual Giving & Legacy annual budget, ensuring investment is aligned to strategic priorities and delivers an appropriate balance between short-term financial performance and long-term supporter value.

Ensure robust financial management processes are in place across the function, overseeing effective forecasting, reforecasting and budget control throughout the financial year and that opportunities and risks are identified and acted upon in a timely manner.

Work with the Director to develop multi-year investment recommendations and business cases that support sustainable fundraising growth and maximise return on investment.

Work collaboratively with Finance to strengthen financial modelling and scenario planning tools, enabling evidence-based decision making and effective allocation of budgetary resources.

Leadership and line management

Act as a member of the Individual Giving and Audience Engagement leadership team, working in partnership with the Director and Head of Digital Performance & Engagement to lead the department, drive departmental priorities and deputise for the Director when required.

Line manage and develop the Acquisition, Retention and Legacy & Mid Value management team, providing clear strategic direction, coaching and support and building their leadership capability.

Provide leadership to the wider team, creating a high performing and inclusive culture that empowers and challenges individuals to deliver ambitious fundraising outcomes.

Support organisational change, working with the Director and People team to embed new ways of working, develop skills, capability and collaboration across teams.

Oversee agency, third party and supplier relationships, including owning key relationships. Ensure the right agency model is in place, and quality services are delivered in a cost effective and efficient manner.

Develop strong and collaborative relationships across UK for UNHCR and with UNHCR HQ Private Sector Partnerships (PSP) team and other UNHCR partners, meeting reporting requirements, sharing results and utilising opportunities to learn from others.

Ensure compliance with all relevant regulatory bodies, including the Fundraising Regulator, and their respective legal frameworks, including the Code of Fundraising Practice, GDPR directives.

The above list is not exhaustive, and the postholder may be required to perform duties that are not detailed above.

PERSONAL ATTRIBUTES AND EXPERIENCE

Essential experience	• Developing and leading Individual Giving and Legacy programmes centred on supporter lifetime value and sustainable income growth • Managing significant income and expenditure budgets, including multi-year investment planning and performance • Leading and managing large teams • Managing complex fundraising portfolios across multiple channels and products
Essential knowledge (incl. qualifications if relevant)	• Excellent understanding of donor acquisition, retention, supporter development and Legacy marketing • Strong understanding of lifetime value principles and balancing long-term investment approaches with in-year ROI • Understanding of budgeting, financial management and performance reporting • Knowledge of data-led fundraising, performance measurement and insight • Understanding of UK fundraising regulation, GDPR and fundraising best practice
Essential skills	• Excellent written, verbal and presentation skills, with the ability to communicate effectively to a range of audiences • Strong strategic planning, decision making and organisational skills • Excellent leadership, coaching and people development skills • Ability to build collaborative relationships and influence senior stakeholders • Strong analytical skills, with the ability to interpret financial and performance data and make evidence-based decisions • Proficient in Microsoft Office and CRM/database systems.

Desirable Knowledge/Skills/Experience

- Desirable Knowledge/Skills/Experience
- Experience working within complex or international organisations
- Experience supporting and embedding organisational change and transformation models across people, process and technology
- Knowledge of Power BI or similar business intelligence and reporting tools
- Knowledge of fundraising and marketing technology and CRM systems
- Strong facilitation and workshop leadership skills
- Lived experience of or a strong affinity to the refugee cause

