

# Job Advert: Individual Giving, Major Donor & Legacy Giving Manager (Volunteer)

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Heroes Help – Fundraising & Business Development Directorate

Location: Remote/Hybrid (Abuja-based preferred)

Reports to: Director of Fundraising & Business Development

Type: Volunteer Position

## Job Profile

The Individual Giving, Major Donor & Legacy Giving Manager is a critical volunteer role responsible for delivering integrated fundraising initiatives. This person will oversee campaigns and initiatives focused on individual and legacy giving, including direct mail appeals, digital and social campaigns, donor retention, and upgrading strategies. The role also includes stewarding high-value donors, managing legacy prospects, and planning exclusive donor engagement activities.

## Key Accountabilities / Responsibilities

- - Lead and manage direct marketing campaigns across digital, postal, and social media channels.
- - Design donor journeys and strategies to improve donor retention and upgrades.
- - Develop digital giving programs including payroll and in-memory giving.
- - Manage relationships with major donors (₦10M+ capacity), including cultivation and stewardship plans.
- - Oversee the legacy giving programme, including gifts in wills and in-memoriam giving.
- - Organise donor events, briefings, and recognition activities.
- - Work with the Communications team to ensure integration of campaign messaging.
- - Track KPIs and supporter data to inform campaign improvements.

## Competencies Required

Essential:

- - Strong written and verbal communication skills.
- - Experience in relationship or donor management.
- - Campaign planning and delivery.

- - Analytical and data interpretation skills.

Desirable:

- - Experience working in a fundraising environment.
- - Knowledge of Nigerian philanthropic landscape.
- - Event planning or donor stewardship.

## Qualifications, Knowledge, Skills and Experience

Category	Essential	Desirable
Qualifications	Bachelor's degree or any qualification in relevant field (Marketing, Business, Communications)	Fundraising or Nonprofit Certification
Knowledge	Understanding of donor lifecycle, giving psychology	Knowledge of CRM platforms like Salesforce or DonorPerfect
Skills	Donor communications, campaign planning	Event management, copywriting
Experience	At least 3 years in fundraising or donor engagement	Experience managing high-value donors or legacy campaigns

## Benefits of Volunteering with Heroes Help

- - Opportunity to contribute to a high-impact national cause.
- - Gain professional experience in fundraising and donor management.
- - Access to a wide network of professionals and donors.
- - Certificate of Service and recommendation letters.
- - Flexible working arrangements and remote options.

To apply, please send your CV and cover letter to: [enquiry.heroeshelp@gmail.com](mailto:enquiry.heroeshelp@gmail.com)

Subject: Individual Giving, Major Donor & Legacy Giving Manager – Volunteer Application