

PHILANTHROPY MANAGER (LEGACIES & INDIVIDUAL GIVING)

Development & Alumni Engagement

Grade 7, Full time, Permanent

Job reference number: 400-26



Applicant Information Pack

Closing date

9am, Monday 9 February 2026

Interview date(s)

Tuesday 24 February 2026

Late or incomplete applications will not
be submitted to the Shortlisting Panel

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Job Description

Job title	Philanthropy Manager (Legacies & Individual Giving)
Department	Development
Grade	7
Hours of work	Full Time (1FTE)
Contract type	Permanent
Responsible to	Head of Philanthropy & Corporate Partnerships
Responsible for	Philanthropy Officer
Liaises with	<p>Internal</p> <p>Philanthropy Team; Head of Philanthropy & Corporate Partnerships; Development Operations and Events & Venue Hire Teams; Director of Development; members of the Directorate and Directorate Office; Finance; Heads of Faculties; Registry; Creative Careers Centre Staff; Estates & Facilities Staff; Performance & Programming Team; RCM Studios Team; Marketing and Communications Team.</p> <p>External</p> <p>Supporters, potential Supporters & Sponsors; Solicitors; Estate Executors and Trustees; external suppliers</p>
Job overview	<p>As Philanthropy Manager (Legacies & Individual Giving), you will lead the development and delivery of a refreshed legacy giving strategy for the RCM, helping to embed a strong culture of legacy philanthropy across the College. You will be responsible for planning and delivering activities that cultivate, recruit, and steward legacy supporters while maximising lifetime giving in line with annual targets. In addition to managing your own portfolio of donors, you will oversee campaigns designed to inspire and grow individual giving at all levels. This includes leading annual appeals, such as the Big Give Christmas Challenge, and developing major gift opportunities that deepen engagement with supporters and legacy pledgers.</p>

Key Responsibilities

These include:

Legacy Giving

- Work closely with the Head of Philanthropy & Corporate Partnerships to grow and manage an integrated legacy giving strategy for the RCM, and to oversee its successful implementation
- Develop and implement a programme of activity and communications to steward and engage legacy pledgers, including managing RCM's legacy society, the 'Legacy Ensemble', ensuring retention and growth of legacy pledges
- In collaboration with the Development Events Team, help to organise stewardship events for legacy pledgers, including the annual Legacy Ensemble Lunch, and legacy information events for prospective pledgers
- Develop strategic activity to drive growth in legacy pledger, considerer, intender, and enquirer numbers, in order to create and build the legacy pipeline
- Working with the wider Development Team, the postholder will be expected to develop strategies and tools aimed at embedding legacy messaging in all fundraising activity. This will ensure that legacy conversations are included as part of the supporter journey for all key audiences, maximising opportunities and revenue, ensuring fully integrating the legacy giving strategy so that all RCM supporters have the opportunity to consider leaving a gift to the RCM in their Will

- In liaison with the Marketing and Communications Team, take responsibility for the development and production of legacy marketing materials, devise and implement a communications strategy and work to maximise opportunities for legacy promotion across RCM marketing platforms
- Act as an ambassador for legacy giving across the RCM, ensuring all stakeholders are aware of the importance of legacies to the College
- Devise and implement an 'in memory' giving strategy to work alongside the legacy giving strategy
- Engage and steward legacy pledgers to maximise opportunities for lifetime giving in addition to their legacy pledge
- Manage the relationships with legators' families and executors, ensuring they are stewarded at the highest level, and legacy gifts are acknowledged appropriately

Reporting

- Ensure legacy income is maximised through efficient management of legacy gifts from point of notification through to receipt of gift
- Act as the primary contact for all legacy enquiries
- Work closely with relationship managers to identify prospective legacy supporters, and empower colleagues to have legacy conversations
- Ensure accurate records of legacy enquiries, pledges and gifts are maintained on the departmental database, Raiser's Edge, and the database is used effectively for legacy fundraising
- Compile regular reports on legacy giving activity to demonstrate progress against agreed targets and KPIs
- Oversee legacy income forecasting and reporting
- Produce an annual report for RCM Council on legacy giving

Individual Giving

- Raise income contributing to the ongoing needs of the RCM and secure gifts for campaign priorities including Future Music Fund programmes and scholarships
- Assume relationship management responsibility for a portfolio of other supporters ensuring their experience and touchpoints with the RMC are thoughtfully considered and strategically aligned to maximise income generation potential.
- Work closely with the Head of Philanthropy & Corporate Partnerships, as well as with other Development Team colleagues to deliver an ambitious programme of cultivation and solicitation of high-level individuals and other supporters.
- Work with the Head of Philanthropy & Corporate Partnerships, relationship managers, and the Development Operations Team to identify new supporters and prospects, and develop cultivation plans and proposals to grow the RCM's supporter community
- In discussion and agreement with the Head of Philanthropy & Corporate Partnerships, agree appropriate KPIs, income targets and other annual objectives for the legacy programme and other benefactors
- Work closely with the Head of Philanthropy on higher-value gift asks to the College

Appeals

- Work closely with the Head of Philanthropy & Corporate Partnerships to project manage College appeals and to develop fundraising initiatives that will ultimately grow individual and lifetime giving to the College
- Coordinate the annual Big Give Christmas Challenge, including all aspects of campaign delivery – direct mail, e-appeals, marketing strategy, and the student telethon
- Work with the Head of Philanthropy & Corporate Partnerships to design and implement bespoke smaller appeals supporting Future Music Fund initiatives, ensuring targeted engagement and measurable impact

Other

- Line-manage and set KPIs and objectives for the Philanthropy Officer assisting them to be successful in their role
- Keep up to date with sector trends and relevant changes to legislation which may affect legacy fundraising
- Be conversant with legacy law and Inheritance Tax rules
- Lead internal training on legacy giving for the DAE team and volunteers
- Ensure that all Legacy Fundraising activities comply with new GDPR legislation and the Fundraising Regulator
- Attend supporter events as required
- As part of the Development team, the postholder may also be occasionally required to undertake other duties appropriate to the grade and relevant to the objectives of the wider team such as represent RCM at external events, including relevant networking groups

Special Factors

- The nature of this role may necessitate some evening and weekend work on occasion for which time in lieu will be given

Person Specification

Applicants should demonstrate in their supporting statement how their qualifications, experience, skills and training fit each of the criteria below.

Criteria	Description	Essential / Desirable	How Criteria Are Tested
Qualifications	Relevant educational qualifications or equivalent experience in an Arts, Customer Service, Higher Education or Not-For-Profit organisation	Essential	AF, INT
	Institute of Legacy Management Certificate in Charity Legacy Administration qualification	Desirable	AF, INT
Experience, Skills & Knowledge	Experience of working in a fundraising environment and of achieving targets	Essential	AF, INT
	Experience of legacy fundraising and individual giving programmes	Essential	AF, INT
	Proven experience of project planning and management	Essential	AF, INT
	Track record in developing and maintaining relationships with wide ranging audiences	Essential	AF, INT
	Experience of using Raiser's Edge or similar Development CRM Database	Desirable	AF, INT
	Experience of managing high-profile events	Desirable	AF, INT
	Highly developed and confident communication skills, both oral and written	Essential	AF, INT
	Highly developed interpersonal skills. Comfortable communicating with individuals at all levels	Essential	AF, INT
	Highly developed and demonstrable organisational skills. Able to prioritise and manage time well, and achieve deadlines	Essential	AF, INT

	High standard of IT skills including Microsoft Word and Excel	Essential	AF, INT
	Able to work effectively and confidently within a team environment	Essential	AF, INT
	Ability to work independently with minimal supervision	Essential	AF, INT
	A sound understanding of charity law in relation to legacy fundraising, including IHT rules	Desirable	AF, INT
	Appeal management and coordination (annual appeals)	Desirable	AF, INT
	Line management experience	Desirable	AF, INT
Personal Attributes	Commitment to high professional standards and a high level of donor care	Essential	AF, INT
	Self-motivated and results-orientated	Essential	AF, INT
	An appreciation of the arts and music, with a desire to immerse yourself in the work and culture of the Royal College of Music	Essential	AF, INT
	Enthusiasm and willingness to work collaboratively	Essential	AF, INT
	Willingness and ability to work outside normal office hours, including weekend and evening work	Desirable	AF, INT

AF = Application Form INT = Interview

The duties and responsibilities assigned to the post may be amended by the Head of Philanthropy & Corporate Partnerships within the scope and level of the post.

Terms & Conditions

Availability	The post is immediately available and the postholder should ideally be available to start as early as possible.	
Contract type	Permanent	
Hours of work	<p>This role is offered on a full time (1FTE) basis.</p> <p>Full time hours at the RCM are 35 hours per week and normal office working hours are 9.30am-5.30pm (with a one-hour lunch break), Monday to Friday.</p>	
Salary	RCM Pay Scale Grade 7, incremental points 26 – 30:	
	Spine points	Full-time salary*
	26	£39,608
	27	£40,649
	28	£41,727
	29	£42,834
	30	£43,975

*Inclusive of London Weighting allowance

Appointments will normally be made to the first point of the grade, in accordance with the RCM Pay Policy. Staff are entitled to an annual increment each year on 1 August (dependent on 6 complete months' service) until they reach the top of the grade.

Payday is the 15th of each month or the last working day before this should the 15th fall on a weekend or bank holiday.

Visas/ Right to Work in the UK	<p>If you have time limited permission to work in the UK you must provide full details on your Application for Employment form.</p> <p>If you do not have permission to work in the UK but would be eligible to apply for a Visa you must state the applicable route on your Application for Employment form. We suggest you use the online tool provided by the government to explore your eligibility and options relating to Visas. Visa Checking Tool</p> <p>This is a role for which the RCM may act as a sponsor for the Skilled Worker route.</p>
Immigration Advisors	<p>The HR department cannot act as immigration advisors however if you are an international student studying in the UK you can seek guidance from the UK Council for International Student Affairs (UKCISA). Alternatively the Office of the Immigration Services Commissioner (OISC) which regulates immigration advisers maintains a list of approved Immigration Advisors.</p>
DBS check	<p>Not applicable for this post.</p>
Probation	<p>The post has a six-month probationary period.</p>
Notice period	<p>The appointment will be subject to termination by not less than two months' notice. Notice during probation will be seven days' notice by either party.</p>
Pension	<p>The Universities Superannuation Scheme (USS) is available for all administrative staff. Full details of the scheme can be found on the USS website: www.uss.co.uk. Arrangements exist for members to make additional voluntary contributions (AVCs).</p>
Annual leave	<p>Full time staff are entitled to 210 hours of holiday per annum, plus public holidays</p> <p>The RCM is closed between Christmas and New Year each year, the three days in this week that are not bank holidays will come out of the postholder's annual leave allowance.</p>

How to Apply

Closing date	<p>9am Monday 9 February 2026</p> <p>Applications received after the stated closing date will not be considered.</p>
Interview date(s)	<p>Tuesday 24 February 2026</p> <p>Shortlisted candidates will be notified in due course.</p>

We communicate interview dates in advance to ensure candidates have adequate notice to make arrangements. Regrettably we are unlikely to be able to accommodate alternative interview dates.

To apply

To apply, please submit the following documents available on the RCM jobs page

- Application Form
- Equal Opportunities Form

The above documents should be sent to recruitment@rcm.ac.uk by the stated closing date.

We encourage applications by email however if you wish to post your application you must ensure this reaches us by the closing date.

Late Application Forms, incomplete Application Forms, Application Forms submitted in a format other than Word or PDF and CVs without an Application Form will not be accepted.

Alternative formats

If you need to receive our recruitment documentation in a different format, such as large print or are not able to submit an application electronically, then please contact us to discuss your requirements.

Interview process

Interviews will take the form of a panel interview, normally comprised of three staff members however more senior positions may have larger panels. Details of the interview panel will ordinarily be included in the interview invitation. We will be happy to make any reasonable accommodations as part of this process.

As part of the interview format, you may be invited to take a brief tour of our facilities, details will be included in your interview invitation, and we will be happy to accommodate accessibility requirements.

A test or presentation may form part of the interview process and details will be provided in the interview invitation. We will be happy to make any reasonable accommodations as part of this process.

Staff Benefits

Travel

Interest free season ticket loans are available to cover the cost of a 12-month season ticket between a member of staff's residence and the RCM. The loan will be repayable by deduction from salary over a period of 12 months or on leaving the employment of the RCM, if earlier.

We also offer a tax-free bicycle loan under a similar repayment scheme.

Events

There is a range of concerts taking place at the RCM throughout the weeks, staff are entitled to one free ticket per charged concert (excluding Opera and non-RCM promotions), and unlimited tickets for non-charged concerts.

Eye tests & hearing tests

The RCM will cover the cost of an annual standard eyesight test (normally up to £25) and contribute £50 towards the cost of glasses, provided that they are for use with VDUs. We will also cover the cost of hearing tests.

Employee Assistance Programme

All RCM staff can get free and confidential advice from Confidential Care (CiC). The service is open 24 hours per day, 365 days per year, by telephone or via the web.

Professional Development	The RCM is committed to the support of training and professional development for all members of staff, and a range of opportunities are available.
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About Us	
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The College	Opened in 1883 by the then Prince of Wales, the Royal College of Music (RCM) is a world-leading music conservatoire with a prestigious history and contemporary outlook. The RCM is a vibrant community of talented and open-minded musicians, with over 900 students from more than 60 countries studying at undergraduate, masters or doctoral level in the Senior College throughout the week and 300 students on a Saturday in the Junior Department. Former students of the RCM hold key roles in music and the arts in all parts of the world - as performers, teachers, composers, conductors and animateurs. The RCM was ranked as the global top institution for both Music and Performing Arts in the 2025 QS World University Rankings by Subject. The College has held this world-leading place in Performing Arts for four successive years, while Music is a new subject introduced to the rankings in 2024.
Staff	The RCM has over 250 members of professorial (teaching) staff and over 100 teachers in the Junior Department - the majority of whom are busy professionals with worldwide reputations, who include teaching among the various musical activities that they regularly undertake. Their work, and the work of the College as a whole, is supported by a team of over one hundred administrative staff.
Location	The RCM benefits from its particular location in South Kensington - one of the most attractive and interesting parts of central London. The area is well-served by public transport: South Kensington tube station is within ten minutes' walk; several bus routes pass the Royal Albert Hall. Kensington Gardens and the renowned museums of Exhibition Road, the Natural History Museum, the Victoria & Albert Museum and the Science Museum, are only a short walk away; Imperial College of Science, Technology & Medicine is next door; the Royal College of Art and the Royal Albert Hall are just across the road. The area, known originally as Albertopolis, emerged as a location for national institutions in the arts and sciences after the Great Exhibition of 1851 largely because of the enthusiasm of Prince Albert. Relationships with neighbouring institutions are friendly and supportive.
Department	The Royal College of Music (RCM) Development team raises significant funds each year from individuals, companies, charitable trusts and foundations, to support the RCM in its educational and artistic mission.

The Royal College of Music is an Equal Opportunities employer.

David Sutherland
Head of Philanthropy & Corporate Partnerships
January 2026

