

SEA Trust Fundraising Manager

Grade	C
FUNCTION	SEA LIFE Trust
DIVISION / LOCATION	SEA LIFE Trust
REPORTS TO	Head of the SEA LIFE Trust
REPORTING TO THIS POSITION	No direct reports – oversight of identified staff based in sanctuaries
DEFINITION	Lead on delivering targeted income for SEA LIFE Trust sanctuaries and projects

JOB PURPOSE

Deliver targeted income to support the SEA LIFE Trust’s sanctuaries and conservation projects

- Develop and deliver a fundraising plan for the SLT that increases income to support the SLT’s sanctuaries and wider strategy
- Develop and deliver an effective communications plan to support the SLT’s fundraising activity to maximise engagement amongst key SLT audiences
- Lead, develop and motivate individuals and networks to ensure delivery against plans and strategy

Key elements

Develop and deliver a fundraising plan for the SLT that increases income to support the SLT’s strategy

- Identify and deliver opportunities to raise significant donations to secure the long-term future of the SEA LIFE Trust sanctuaries
- Personally secure large (£50K+) donations for the SLT
- Identify and develop opportunities to increase the funds raised through SEA LIFE visitors and staff
- Identify and implement opportunities to increase the funds available to support SLT campaigns and projects in line with SLT strategy
- Maintain, develop and implement appropriate systems and processes to manage relationships with SLT donors
- Report back regularly on progress against plan to the Head of the Trust and the Board

Develop and deliver an effective communications plan to support the SLT’s fundraising activity to maximise engagement amongst key SLT audiences

- Provide regular updates on SLT achievements and work to key audiences through appropriate communications platforms including social media
- Work with SLT colleagues to gather case studies and stories to share with our key audiences
- Work with colleagues and external agencies to develop a suite of SLT communication materials
- Report back regularly on progress against plan to the Head of the Trust and the Board

Develop and motivate identified SLT staff and champions within the SEA LIFE network to support delivery against plans and strategy

- Provide appropriate guidance and support to identified staff responsible for fundraising in SLT sanctuaries
- Identify, engage and motivate SLT Champions within the SEA LIFE network to support fundraising plans and strategy

Health and Safety responsibility:

Employees are responsible for the safety of themselves, their colleagues and guests (where appropriate), in line with the Group Policy (HS001) and the law. In particular, they must ensure that they follow safe working procedures for all work activities that they undertake and they must not use any tools or equipment for which they have not been trained. Where incidents do occur, they must ensure that they are reported to their line manager and must cooperate with any investigation as appropriate.