**Job Title** **Head of Fundraising, Ocean Conservation Trust**

**Department Fundraising**

**Reports to CEO**

The Head of Fundraising is a new role for the Ocean Conservation Trust (OCT), created to develop and maximise both the commercial opportunity and hence the conservation impact of the OCT’s three core programmes: OCT Habitats, OCT Advocacy and OCT Experiences, which includes both the NMA (National Marine Aquarium) and the NMP (National Marine Park). The role will report directly to the Chief Executive and will be a key member of the senior management team.

This is both a strategic and hands-on role, leading the development and implementation of the fundraising strategy, delivering the required additional revenue to drive the 3 core programmes, whilst building a fundraising team to secure the OCT’s future development.

The OCT has ambitious fundraising requirements. In addition to the funds raised through the NMA, the OCT needs a more diverse income stream to drive its core programmes, through the development of appropriate corporate, philanthropic and donation initiatives.

The post holder will need to understand the core programmes and develop appropriate schemes and campaigns to build a wide support network to secure a lasting pipeline of donations. They will need to work and liaise with a range of other staff to ensure integration with activities such as communication, research, membership, publications and data and information services among others. In addition, they will be key to maximising use of the new customer relationship management (CRM) system.

Overall, this role will be pivotal in developing the Ocean Conservation Trust (OCT) as the leading Ocean conservation charity in the UK, generating significant new revenue streams to drive the Charity’s ambition.

**Primary Objectives**

**Strategy, Development and Implementation**

* Develop and implement a fundraising strategy.
* Develop and prioritise specific fundraising campaigns for different giving categories.
* Deliver new sources of income to meet the deliver the 3 core programmes.
* Build a fundraising team over the 5 Year plan period.

**Establish and Maintain Relationships**

* Build sustainable long term corporate partnerships through well-structured programmes and excellent CRM.
* Build strong working relationships with funding bodies such as trusts, grant providers and philanthropists.
* Develop tools and materials for marketing and hosting events, working alongside the OCT’s Marketing and Communications department.
* Build strong internal working relationships with Core Programmes to help nurture links with potential donors.
* Develop donor journeys that encourage long term support from corporates and individuals within the different giving categories.
* Manage high quality supporter care including responsive and prompt thanking and updating donors on the impact of their support.
* Monitor and track major gift prospects.

**Administration and Reporting**

* Work with the Head of Finance to maximise the use of the CRM investment.
* Ensure all marketing materials and correspondence produced are accurate and compliant with relevant GDPR protection and Gift Aid legislation.
* Undertake all activities in line with best practice standards and processes as set out by the Fundraising Code of Practice and industry regulatory bodies.
* Keep abreast of wider developments in individual giving and ensure charity compliance.
* Responsible for setting and managing internal fundraising department budgets.
* Actively implement the principles of Equality, Diversity and Inclusion.

**Leadership Duties**

* Recruit, lead and motivate the Fundraising team to deliver the objectives, ensuring performance is managed and appropriate training is delivered.
* Work collaboratively as a member of the senior management team, play a full role in the workings and management of the OCT in all aspects of its day-to-day activities and contribute positively to the strategic direction of the organization.
* Support the CEO in collating the necessary reports for the Board and Trustees and attend relevant meetings.
* Adhere to the Core Values of the OCT which are: Positivity, Respect, Integrity, Diversity and Engagement.
* At all times behave in a safe and responsible manner in accordance with company Health & Safety policy and the requirements of Health & Safety legislation relating to your responsibilities and to promote and act in the employer’s best interest.
* Undertake training deemed as appropriate to your role.
* Adopt a flexible approach to working hours to ensure the viability of NMA operations (this includes the shift-working pattern, public bank holidays and weekends).
* Participate in extraordinary duties as required.
* Carry out other activities as appropriate on the instruction of the CEO.