**Job Title** **Fundraising Officer**

**Department** **Fundraising**

**Reports to** **Head of Fundraising**

**Primary Objectives**

* Play a key role delivering positive data driven, donor led relationships to build sustainable charitable income for the Ocean Conservation Trust (OCT), with a focus on core programmes – Habitats, Advocacy and Experiences as well as unrestricted funding.
* Support the Head of Fundraising to deliver the Fundraising Strategy across all income streams including community fundraising, individual giving, memberships, corporate partnerships, grants and legacies.
* Adhere to the core values of the OCT – Positivity, Respect, Integrity, Diversity and Engagement.

**Duties**

**Establish and Maintain Relationships**

* Deliver prompt and precise data entry within the Customer Relationship Management (CRM) database to ensure relationships and programs are supported with accurate and up to date data.
* Support relationships with Trusts and Foundations and other granting bodies. Including preparing applications and meeting reporting requirements.
* Support corporate relationships including corporate membership programme, partnerships and product partnerships as well as other affiliate programs such as Charity of the Year, Work For Good, Benevity etc.
* Provide communications support to maintain positive relationships with corporate partners and members.
* Help build positive relationships between OCT and its individual donors to maintain and build financial support.
* Work with the Head of Fundraising to deliver inspiring content for appeals and grow the supporter database, generating income from both existing and new donors.
* Monitor and track mid-level gift prospects.
* Develop tools and materials for marketing and hosting events, working alongside the OCT’s Marketing and Communications department.
* Manage high-quality supporter care including responsive and prompt receipting, thanking and updating donors on the impact of their support.
* Support the Head of Fundraising in the preparation of donor acknowledgment, stewardship and impact reporting.
* Research and analyse data to identify and define key donor segments.
* Report on progress and success of appeals and programs to inform and improve future work.
* Use research findings and analysis to inform appeals and program developments, and feed into the fundraising strategy.
* Work across project teams to coordinate and deliver engaging supporter experiences.
* Build understanding of and support for the impact of the OCT, both internally and externally.
* Work with the Marketing and Communications team to prepare monthly e-newsletters to members/donors/supporters.
* Build strong internal working relationships with Core Programmes to help nurture links with potential donors.

**Administration and Reporting**

* Work with the Head of Fundraising and Finance & Fundraising Administrator to maximise the use of the CRM investment.
* Ensure receipting and data entry is carried out in a timely manner
* Ensure all fundraising 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.

**Other**

* Assist with office tasks relevant to the Fundraising team including, answering the telephone, dealing with post and ordering supplies.
* Act as additional support to the National Marine Aquarium team when required.
* Adopt a flexible approach to working hours to ensure the viability of the charity.
* Undertake training as deemed appropriate to your role.
* At all times to 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 employers’ best interest.
* Actively implement the principles of Equality, Diversity and Inclusion.
* Carry out other activities as appropriate at the instruction of the Senior Management Team and CEO.