

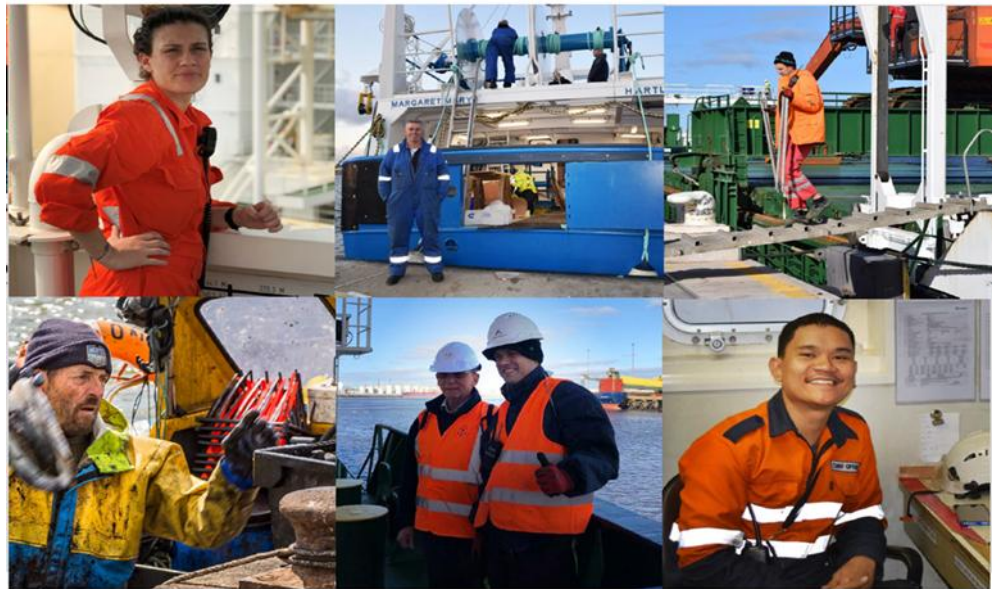


**Application Pack for
Individual Giving and Legacy
Fundraising Lead
2026**

Welcome

Thank you for your interest in The Seafarers' Charity, the leading seafarer welfare fundraising grant-making charity.

For over 100 years, we have been the central fundraiser and grant maker for maritime welfare. As a truly independent charity, we always put seafarer welfare first.



We raise funds in order to make impactful grants, informed by our deep knowledge of the sector. We are the only global maritime grant-funder that supports all those who work at sea, whatever their seafaring profession.

The Individual Giving and Legacy Lead will play an important role in developing, testing and growing sustainable supporter income across individual giving, legacy giving, in-memory giving and other supporter-led income streams. Working closely with the Business Development Director and colleagues across the charity, the postholder will help shape and deliver activity that deepens supporter engagement, strengthens donor journeys, improves the use of insight and data, and contributes to long-term income growth.

The role is being recruited at a time when the charity is continuing to develop its future fundraising strategy, organisational design and capability requirements. While the core focus will remain on growing supporter income, the specific priorities, ways of working and areas of emphasis may evolve.

The postholder will therefore need to be comfortable working in an agile way, adapting plans and approaches as organisational needs, supporter insight and strategic priorities develop.

This role is ideal for someone who combines strong supporter-centred communication with sound fundraising practice, creativity, attention to detail and curiosity about what works. The postholder will help ensure supporters feel valued, informed and connected to the difference their giving makes for seafarers and their families.

About The Seafarers' Charity

Who we are

Established in 1917 as The King George's Fund for Sailors, to support the families of seafarers lost at sea during World War One, we support seafarers throughout their seafaring careers and beyond. We are the largest independent grant funder of maritime welfare charities with at least £2 million in funding injected into supporting the safety and welfare of seafarers each and every year.



Our vision and mission

Our **vision** is a world where seafarers and their families are free from need and disadvantage.

Our **mission** is to tackle the disadvantages of seafaring life by leading collaboration, funding and advocacy to improve seafarers' lives.

What we do

We are built on two foundational pillars: **fundraising** and impactful **grant-making**.

For over 100 years, we have been the central grant maker for maritime welfare. Our long history of fundraising and funding key maritime welfare service providers positions us at the heart of an 'Ecosystem of Support' within the maritime sector.

We award funding to support a diverse range of partner organisations to deliver vital, targeted help where it's needed most. We fund the essential cost of a strong network of maritime welfare services across the global sector, and crucially tackle seafarer hardship in all its forms; at sea and on land.

Our grant giving to maritime charities brings truly life-changing impact for many who work – or have worked – at sea, and their families. We reduce hardships experienced by seafarers by enabling environments where, instead, they can thrive, supporting their practical and welfare needs at home, in port and at sea, often far from home. We also enable them to connect with loved ones – and to find comfort and companionship in retirement.

Alongside our funding, we invest in evidence, and data to help us champion and advocate for seafarers more effectively, identify new areas to target, and inform future funding priorities.

By celebrating and sharing the results of our grant-making, we aim to continuously increase our fundraising and continuously grow our impact.

Our Strategy

The long-term impact we want to achieve

Put simply, we believe a career at sea should be fulfilling, rewarding, safe, and free from the unique hardships that can be part of a life on board. Everything we do is about charting a course to make this a reality. We want to drive improvements in the lives of seafarers globally these are set out as five strategic outcomes to support long-term impact, and achieve:



**Better working
lives at sea**



**Safer working
lives at sea**



**Enhanced financial
resilience**



**Increased health
and wellbeing**



**Improved social
justice**

Our strategy looks ahead across 2024-2030, establishing the following three key pathways, creating a clear direction of travel for our Charity, without losing the great work underway in delivering against the existing framework:

- Preventing hardship: Amongst our grant recipients, we fund charities and non-profit organisations that provide a vital safety net in times of crisis, but ultimately our vision is for a world where rescues are not needed, and charitable support delivers more than a shortterm, or one-off response.

- Advocating for action: Industries and governments have a vital role to play in ensuring that working at sea is a rewarding and safe career, whatever form it takes. Where we see gaps in industry action or in regulation or enforcement, we will work collaboratively, use our convening powers and our voice, and advocate for improvements to seafarers' safety and welfare at sea.

- Global impact: We recognise that seafaring, by nature, is a global occupation. With seafaring careers taking men and women all over the world, and seafaring communities based in many different countries, our remit is broad and reflects the scale and breadth of the industries and people we support. Our focus will increasingly be on preventing the causes of hardship experienced as a consequence of working at sea. We will better understand where opportunities to act preventatively exist, and we will assess our impact through this lens.

Living our Values

Crucially, we continue to be an organisation that is proud of not shying away from tackling difficult and complex systemic challenges we fund research to understand the issues we work on, and then we use our voice, our convening power, and our willingness to collaborate, to bring positive change for seafaring communities. Through this approach, we work by and exemplify our values. We are:

Driven by integrity

We do the right thing. Compassion and transparency are embedded in how we work.

Innately collaborative

We inspire a culture of creative partnerships to achieve the best impact and outcomes.

Proudly innovative

We embrace effective new ideas and ways of working.

Bold in our decisions and actions

We ensure impact through brave and well-considered decision-making.

Equity, Diversity, and Inclusion

The Seafarers' Charity is committed to creating an inclusive workplace where everyone feels valued, respected and able to thrive. As a signatory of the Diversity in Maritime Charter, we champion equity, diversity and inclusion across our organisation, supported by our Board, staff-led EDI working group and ongoing learning initiatives.

We welcome applications from people of all backgrounds and are committed to providing equal opportunities for all. We are also a family-friendly employer, offering flexible working arrangements, with colleagues currently spending three days a week in our London office.

JOB DESCRIPTION

Title of Post	Individual Giving and Legacy Lead		
Department	Development	Location	Hybrid – Office and Home
Reporting to	Business Development Director		
Responsible for	No direct line management responsibility		
Working pattern	Full Time with a minimum of 3 days per week in the office		

Purpose of the Role

The Individual Giving and Legacy Lead will play a key role in building meaningful, long-term relationships with supporters, helping them feel connected to The Seafarers' Charity's mission and the difference their generosity makes to seafarers and their families.

Through thoughtful engagement, excellent stewardship and a deep understanding of supporter motivations, the role will develop meaningful supporter journeys across individual giving, legacy giving, in-memory giving and other supporter-led income streams. By creating positive experiences that foster trust, loyalty and advocacy, the postholder will strengthen long-term support for the charity and contribute to sustainable income growth.

Expected Outcomes

- Supporters feel valued, informed and connected to the charity's mission and impact.
- Strong and enduring relationships with individual supporters, legacy pledgers and in-memory donors.
- Engaging supporter journeys that encourage long-term involvement and philanthropic commitment.
- Income growth achieved through deeper supporter relationships and effective stewardship.
- Improved use of supporter insight and data to enhance engagement and decision-making.
- Sustainable and scalable approaches to supporter fundraising that support long-term organisational growth.
- Increased supporter loyalty and retention.

Key Responsibilities

- Work with the Business Development Director to develop, test, deliver and evaluate a supporter income plan that grows income from regular giving, legacy pledges, in-memory giving and other supporter-led income streams.
- Contribute to the development of a future supporter income model by sharing insight, learning and practical recommendations to support the fundraising strategy.
- Develop, test and refine supporter journeys, stewardship approaches and fundraising communications that improve supporter experience, retention, lifetime value and long-term engagement.

- Plan, deliver and evaluate supporter engagement and income-generating activity across appropriate channels, including email, digital, direct mail, social media, web, events and other relevant approaches.
 - Use supporter insight, segmentation, CRM data and campaign performance information to inform decisions, refine activity, improve engagement, and strengthen fundraising performance.
 - Work with the Communications Team and other colleagues to develop compelling fundraising messages, campaign briefs, supporter stories and marketing materials that inspire support and reflect the charity's brand and values.
 - Build and steward strong relationships with individual supporters, legacy pledgers, executors, solicitors, in-memory donors and other key contacts, providing excellent supporter care at every stage.
 - Monitor performance, manage expenditure responsibly and report on progress against agreed income targets, key performance measures and learning objectives.
 - Identify opportunities to improve processes, develop new ways of working and build scalable fundraising approaches that support sustainable growth.
 - Maintain accurate donor records and ensure all activity complies with GDPR, fundraising regulation and internal policies and procedures.
 - Contribute to wider fundraising, supporter engagement and cross-team initiatives as required, adapting priorities and responsibilities in line with organisational needs.
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Person Specification

- Experience in legacy and in-memory fundraising or individual giving, donor stewardship, supporter engagement or a related fundraising discipline.
- Experience of planning, delivering, testing and evaluating fundraising, marketing or engagement activity across a range of channels.
- Strong supporter-centred communication, relationship management and supporter care skills.
- Excellent written and verbal communication skills, with the ability to create clear, compelling supporter-facing content and campaign messaging.
- Experience of using digital and offline communications channels, including email, direct mail, website content or social media.
- Experience of using a CRM or fundraising database to maintain records, segment audiences, support reporting and inform decision-making.
- Ability to use audience insight, segmentation, learning and campaign performance data to improve communications, supporter journeys and fundraising effectiveness.
- Curiosity about what works, with a continuous improvement mindset and willingness to test, learn and refine approaches.
- Ability to monitor performance, manage competing priorities and work in collaborative and outcome-focused way.
- Understanding data protection requirements and the importance of compliance in fundraising practice.

Key Relationships

- Business Development Director
- Development Team colleagues
- Communications Team
- Finance and operations colleagues
- Individual supporters, donors, legacy contacts and external suppliers

Additional Information

The postholder will be expected to work in line with organisational policies, including data protection, confidentiality and fundraising compliance requirements.

How to apply

Please submit a current CV (no more than two pages) and supporting statement which should outline your interest in this role and how you meet the criteria in the Person Specification.

Send to recruit@theseafarerscharity.org with reference **IGL2026** in the subject line.

If you require any adjustments to make the process more accessible, or to arrange an informal conversation about the role, please contact Cheryl Gallop cheryl.gallop@theseafarerscharity.org

Closing date: Applications will close **10am Thursday 10 September 2026**

Interviews will be scheduled from 15 September 2026

- Applicants must be able to prove their eligibility to work in the UK at the interview stage.

Salary & Benefits

- Remuneration: 41,000 per annum
- Contract: Full Time – permanent
- Hours 35 hours per week (hybrid working option, minimum of 3 day per week in the office)
- 30 days annual leave per annum

Pension and Other Benefits

- Auto-enrolment to group pension scheme (7.5% employer contribution, 5% employee)
- Health cash plan (HSF) or Healthcare Membership scheme (Benenden)
- Season ticket Loan
- Access to the Employee Assistance Programme
- Hybrid working
- Life Assurance Scheme

Location

- 8 Hatherley Street, London, SW1P 2QT

We look forward to hearing from you