



The Mission to Seafarers

Appointment Brief

Individual Giving Manager

April 2026

About The Mission to Seafarers

Across the world there are an estimated 1.89 million seafarers operating on 74 thousand ships. These men and women, of all nationalities, spend up to nine months at sea, far from families, friends and loved ones.

The Mission to Seafarers (“MtS”) has a history dating back to 1836. We support the men and women working at sea when they need us most, through providing emergency assistance, practical support, and a friendly welcome in ports all over the world. Operating under the trusted sign of the “Flying Angel”, MtS touches the lives of seafarers in numerous ways, responding to their needs and connecting them with local communities, with support including:

- Advocacy, advice, and counselling
- Communication, transport, and centre hospitality
- Emergency response
- Hospital and prison visitation
- Ship visiting
- Spiritual support

MtS has a presence at over 200 ports in 50 countries, operating day and night, 365 days a year. As a Christian-based organisation, our help is importantly offered regardless of nationality, rank, faith or no faith.

Our core work is face-to-face ship visiting which is undertaken by our chaplains, welfare officers, ship visitors, volunteers and centre managers. In more recent years, we have added a digital element to our work in response to the Covid-19 pandemic and the increased speed of ship turnaround times in ports.

In addition to our port-facing work, we have expanded our portfolio of services to include Family Support Services in the Philippines and India, WeCare training courses in social communications, financial wellbeing and suicide awareness, and MtS’s Happiness Index.



Our Values and Culture

MtS is a collaborative, collegiate and respectful organisation. We place great importance on our values which define and reflect our organisational culture.

- **Pioneering:** We encourage innovative thinking and seek to be flexible and entrepreneurial in our ways of working.
- **Inclusive:** We are unconditionally committed to the support of all seafarers and their families without discrimination.
- **United:** We are one global, intergenerational, multicultural family united in vision and purpose, while respecting diversity of culture and context.
- **Collaborative:** We are co-operative in our approach to our work – in relation to individuals, the church, ecumenical partners, and organisations and institutions that work for the welfare of seafarers.
- **Accountable:** We are accountable as stewards of the resources entrusted to us, to each other in recognition of our mutual inter-dependence and to those charged with governance at station, regional and international level.
- **Caring:** In all our dealings we strive to behave with compassion, to act with integrity and to treat everyone with respect.

The Development Team

The Development Team covers fundraising, marketing and communications, and data management. Our income comes from corporate supporters, trusts and foundations, legacies, individual donors and events. We have set ambitious fundraising targets for the strategic period to 2031 and, having already increased income through corporate and events fundraising, we are now focusing on other areas, particularly individual giving.

We believe there is significant untapped potential in individual giving. Our focus is therefore on developing and delivering a strategy that increases support from existing donors, while also identifying and building relationships with new supporters across the shipping industry and through appeals, campaigns and marketing. This work will be underpinned by exceptional, comprehensive donor stewardship.

Although MtS's work may be unfamiliar to some applicants, shipping is a fascinating industry, and the right candidate will find this role extremely rewarding. At the heart of our work are 1.89 million seafarers, each with their own story, and many with families who depend on their income. We offer friendship in the ports they visit, support for their families at home, and access to resources that provide mental and physical support 24/7. Seafarers are real people, often simply trying to build a better future for themselves and their loved ones. MtS's work changes lives: we have provided a much-needed hand of friendship in times of distress, shared moments of joy, and we know we have saved lives. There is no doubt you will be moved by seafarers' personal stories.

Job Description

Role Title:	Individual Giving Manager
Department:	Development
Responsible to:	Director of Development
Other Key Working Relationships:	Database Team Marketing Team Finance Team Other members of the Development Team IHQ Colleagues
Key External Working Relationships:	External agencies covering creativity, media and direct marketing
Term:	Permanent, full-time
Hours:	35 hours per week, Monday to Friday 09.00 – 17.00 One day a week minimum in the office (currently Monday)
Role Purpose:	<p>Develop and execute the Individual Giving strategy to grow individual income to meet fundraising objectives and growth targets</p> <p>Lead and execute fundraising campaigns and appeals across multiple channels</p> <p>Build and maintain donor relationships through effective stewardship, engagement and communication</p> <p>Increase donor acquisition, through digital marketing and other channels</p> <p>Monitor, evaluate, and report on the effectiveness of different fundraising channels and campaigns, making recommendations for improvement</p> <p>Manage the legacy pipeline and In Memoriam fundraising</p>

Principal Duties and Responsibilities

Strategy

- Develop and execute an ambitious and sustainable Individual Giving strategy to both increase donations from existing donors and expand our donor base, including targeting new areas in shipping communities
- Develop the existing digital donor acquisition strategy further, exploring new avenues and opportunities to attract new donors, converting, retaining, and increasing individual income
- Identify and test new approaches and technologies to maximise supporter engagement and income generation

Strategy (cont.)

- Use data and insights to inform targeting, segmentation, and campaign development
- Develop and implement a legacy marketing strategy
- Evaluate and monitor performance and forecast of IG strategy, reporting on KPIs and identifying opportunities for further growth and optimisation.

Campaigns and Communications

- Lead the end-to-end delivery of diverse targeted individual fundraising campaigns across a range of mediums, including digital, direct marketing, events and face-to-face channels
- Build programmes of targeted communications to both existing donors and potential new donors, encouraging an increase in individual giving and building lasting relationships.
- Create compelling, audience-focused copy for appeals, supporter communications, and fundraising materials
- Champion innovation by testing new approaches, messaging and formats to maximise and increase ROI from donors
- Collaborate with internal teams (data, marketing and communications) to build seamless supporter journeys and ensure excellent stewardship
- Identify and manage High Value donors with supporter journeys and occasional small bespoke events
- Manage relationships with external suppliers including creative, digital marketing, PR agencies and direct marketing houses
- Work with external partners to deliver campaigns that are data-driven, insight-led, and emotionally compelling as well as timely and on budget

Legacies and In Memoriam

- Initiate a Legacy Marketing campaign in partnership with Senior Marketing Manager
- Maintain stewardship over existing legators with solicitors/executors to ensure legacy income is maximised
- Maintain legacy pipeline and liaise with Finance on legacy processing, providing support during audit process

Supporter Stewardship

- Manage inbound supporter enquiries
- Ensure donor records are accurately maintained on the CRM system, in conjunction with the Data Officer
- Ensure timely acknowledgement and processing of donations

Other

- Ensure data is handled at all times in compliance with GDPR and fundraising regulations
- Work with the Church Engagement and Volunteer Manager to incorporate Sea Sunday and Church donors into the main strategy for regular mailings and stewardship.

Person Specification

Knowledge and Skills

- Excellent track record of experience in individual giving, direct marketing, or a related fundraising role within a nonprofit or charity setting
- Experience of having built and executed a successful Individual Giving strategy
- Experience of administration of legacies is a distinct advantage
- Strong track record of success in managing multi-channel fundraising campaigns and meeting ambitious income targets
- Evidence of being a creative thinker, able to constructively challenge the status quo to positive effect
- Excellent written and spoken English

Knowledge and Skills (cont.)

- Excellent communication skills, both written and verbal, with the ability to craft and deliver inspiring and compelling fundraising copy
- Persuasive and impactful communication style, with the ability to inspire, support and cultivate relationships
- Able to build trusted relationships, both internally and externally
- Possesses an audience and data-driven mindset, expert in analysing campaign performances and using insights to inform future strategy
- Exceptional organisational, administrative and project management skills, with the ability to manage multiple projects and deadlines effectively
- Strong experience in the use of CRM databases, digital fundraising platforms, and analytics tools.
- Strong working knowledge of GDPR requirements
- Meticulous approach to work with excellent attention to detail
- Excellent team player, able to work collaboratively with others and to manage workload according to wider departmental priorities
- Able to operate autonomously and work with limited supervision
- IT literate, fully conversant with MS Office and willing to learn and use any in-house programmes

Personal Qualities

- Empathy with the work and purpose of The Mission to Seafarers
- A strategic and innovative thinker, open to exploring alternative means of doing things to create positive impact
- A highly motivated self-starter, proactive and able to work under own initiative and with minimum supervision
- Solutions focused, able to explore alternative means of doing things to create positive impact
- Collaborative and inclusive, able to work as part of a wider team in contributing specific expertise
- Shares ideas and encourages and is receptive to those of others, leveraging the knowledge and expertise of others as required
- Resilient and able to remain calm and measured in challenging situations.
- Flexible in approach with the ability to adapt to changing priorities and to respond to ad hoc requests in a timely manner whilst maintaining a structured work programme.
- Strong work ethic, able to effectively manage multiple priorities and to work to deadlines
- Demonstrates sound judgment, cultural sensitivity and political awareness
- Demonstrates integrity, acting at all times in the best interests of MtS
- Takes ownership and accountability for own work, proactively seeking to learn and develop
- Empathetic, supportive and understanding with good self-awareness
- Able to assimilate new information quickly
- Organised, efficient and methodical with excellent time management skills
- Able to prioritise own workload, deal with conflicting demands and to meet tight deadlines
- Exhibits respect, cooperation and care towards colleagues and MtS partners

General Requirements

- Applicants must already have the right to live and work permanently in the UK.
- This job description should be treated as a guide to the duties that the post holder is expected to perform. As a term of employment the post holder can be required to undertake such duties as are commensurate with his or her position.
- The Mission to Seafarers operates an Equality and Inclusion Policy. The post-holder will be expected to comply fully with this Policy in carrying out their duties.
- All employees are required to be aware of their responsibilities towards Health & Safety and Safeguarding and must adhere to the Health & Safety and Safeguarding Policies.
- All employees are required to be aware of their responsibilities towards the EU General Data Protection Regulation (GDPR) and to adhere to MtS's GDPR and Data Retention Policies.

Terms of Appointment

- Location:** London-based
- Hours of Work:** Full-time: Monday to Friday, 9:00am to 5:00pm.
MtS operates hybrid working and 1 day per week (Monday) must be worked in the office.
- Remuneration:** Salary in the range of £42,000 to £47,000, dependent on experience
- Annual Leave:** 25 days per annum plus Public Holidays
- Benefits:**
Workplace Pension: 7% employer contribution / 3% employee contribution
Life Assurance: 3x base salary
Other: Includes Employee Assistance Programme, retail discount vouchers, cycle to work scheme, free eye test, access to training and development opportunities

How to Apply

To apply for this position, please submit your current CV along with a statement of no more than 500 (five hundred) words outlining your suitability for this position to jobs@missiontoseafarers.org by **no later than noon on Thursday 23rd April 2026**. We regret that applications received after this deadline will not be considered.

First round interviews: Tuesday 5th or Wednesday 6th May 2026 (online)

Second round interviews: Monday 11th or Tuesday 12th May 2026 (in person in London)