



JOIN THE LINE -UP

**Surfers Against Sewage
Recruitment Pack**

**Individual Giving Senior Manager
March 2025**

FOR THE OCEAN

Ocean health is vital to all of us, wherever we live. The food we eat and the water we drink. The places we work and play. The weather around us. The climate we depend on. Even the air we breathe. Society has been shaped by a healthy and stable ocean. For people to continue to thrive and live life to the fullest, the ocean must thrive too. The planet is at tipping point and change is needed now.

From a handful of activists to a nationwide movement over the last 35 years, Surfers Against Sewage has grown into one of the UK's most successful marine conservation and campaigning charities. 35 years on, sewage and plastic pollution remain huge threats to a thriving ocean.

We must therefore continue to grow our impact to change the systems which create these issues by putting profit over people, and which promote short-term thinking to solve issues with long term consequences.

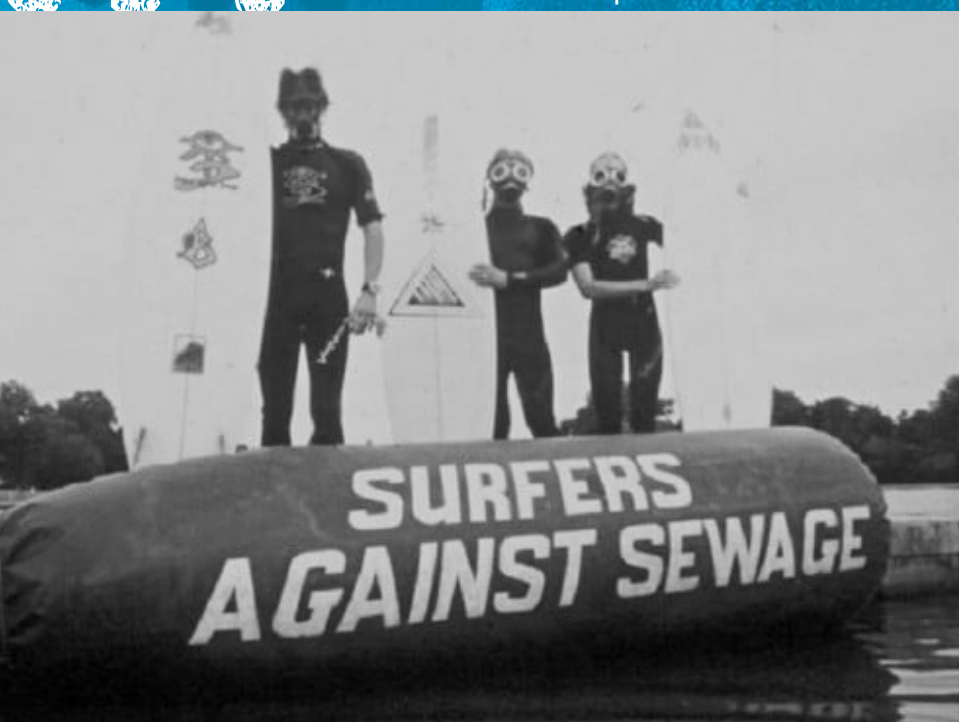
The heritage of our organisation is anchored in the ocean. Yet our reach and influence now permeates communities



and institutions nationwide, from a programme of school engagement, through to supporting community groups to monitor and lobby for better protection of inland bathing waters

In this decade devoted to the ocean, we will redouble our efforts and continue to mobilise and equip the biggest and most authentic community of ocean conservation campaigners and volunteers in the UK.

If this inspires you then please read on to find more about who we're looking for.



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THANKS FOR TAKING AN INTEREST IN OUR CHARITY!

As we move into a new strategic plan, I'm excited about applying the wisdom we've gained over the last 30 years to win on

sewage and plastic, in the context of a new set of environmental, social and political challenges. Our staff, volunteers, communities, and supporters make up our Ocean Activists; this is a powerful tribe which will continue to demand change and I remain optimistic that we will achieve it.



Erin Gilmartin

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JOB DESCRIPTION



Role:	Individual Giving Senior Manager
Salary:	£39,663 – £46,782
Reports to:	Director of Fundraising
Hours:	37.5 hours (Full time)
Contract:	2-Year Fixed Term Contract
Annual Leave:	Starting on 25 days' annual leave plus Bank Holidays

About the Role:

Surfers Against Sewage (SAS) is looking for someone to lead our Individual Giving programmes at SAS. It's an exciting role, and an exciting time for SAS. We're in the final stages of implementing a new CRM (Dynamics) which will have a big impact on the organisation.

We are strategically growing our Individual Giving programs, with a focus on our membership (regular giving), legacy and mid-value products.

You'll come in to a well-established, driven and friendly team. We're passionate about developing our people, and we'll work with you to make you the best leader and fundraiser you can be. We're looking for someone who has a caring, empathetic management style and enjoys coaching & mentoring their teams to help them grow and excel.

You'll play a key role in our skilled and growing fundraising team, working collaboratively to further develop our strategy, and implement plans to grow our individual giving income. You will have responsibility for growing an

income target of currently £1.2 million, and an expenditure budget of £225k.

You'll champion Individual Giving across all departments, ensuring our donors are recognised as being at the heart of our organisation. Practically, this will mean implementing new ways of working across teams to ensure Individual Giving is embedded effectively across all departments.

What You'll be Doing

In this role you'll:

Managing a team of 3 people with overall responsibility for a team of 4. We value open, honest and transparent management.

A passion for ensuring our supporters have the best possible experience and relationship with SAS is key – you'll connect our supporters to the impact they help us to create so we can celebrate together.

Working with the wider team you'll develop the individual giving, legacy and supporter care strategies for the organisation, and support the team to develop into

JOB DESCRIPTION



detailed work plans. You'll manage activity across multiple channels and products to both retain our amazing, loyal donors and attract many more to support us.

Strategy & planning

- Working closely with the Director of Fundraising and the wider fundraising team, develop strategic plans
- Develop and implement yearly activity plans for individual giving, legacy & supporter care
- Develop KPI's to monitor performance, responding to challenges and proposing plans and adjustments to ensure targets are achieved
- Keep abreast of what's happening in the sector and external market to feed into strategy and plans

Management

- Manage the Individual Giving Officers (retention & acquisition) and Supporter Care Officer.
- Plan an active role in the management team at SAS

Budget and reporting

- Budget management, setting, managing and reforecasting budgets
- Value for money – we're always looking to ensure the best possible value for money – you'll always

ensure our donors money is spent wisely **Operational delivery**

- Oversee the delivery of core program of warm appeals, supporter newsletter (Pipeline), membership acquisition & retention
- We have a young legacy programme, you'll be responsible for the further development and implementation of this, and developing our relationships with existing and potential legacy pledgers

Supporter Care

- Champion our fantastic supporter care team and help them to develop relationships with our donors – we put our supporters at the heart of our charity – this role will be key to this

Location

This role can either be based at our ocean-side office in St Agnes, Cornwall, or fully remote anywhere in the UK. If based remotely, we'll provide you with the essential equipment to be able to work from home, as well as paying for your travel and accommodation for agreed visits to our HQ, events or external meetings.

If based in Cornwall, our hybrid working model means you can enjoy the benefits of both office based and remote working. Reasonable adjustments as well as specific office-based needs will be considered for those with long term health conditions and disabilities.

PERSON SPECIFICATION



For this role, you'll need:

Knowledge

- In depth practical knowledge across fundraising, in particular individual giving and legacy programmes
- An understanding of digital marketing and how it can be applied to achieve fundraising goals
- Knowledge and understanding of fundraising principles, law, regulations and good practice processes and techniques

Experience

- Working in a fundraising role in a charity or agency, with proven success in growing income
- Line management experience
- Experience of developing and managing individual giving, legacy and mid-value programmes
- Delivering great supporter care and developing supporter journeys
- Working on integrated campaigns collaborating cross departmentally
- Developing compelling cases for support
- Stakeholder management and communication across a range of internal and external audiences
- Building long term relationships and partnerships
- Budget and financial performance management

Skills / abilities

- Attention to detail and strong project management skills, there's lots going on and you'll need to be on the detail
- Great analytical and financial management skills
- Ability to communicate complex concepts and new ideas clearly and persuasively
- Able to meet deadlines and prioritise workload in a fast paced environment'
- Define, monitor and evaluate performance
- Sound skills in all MS Office packages
- Ability to work co-operatively with others and across teams towards a common objective
- Continuously improve our systems & processes
- Knowledge and understanding of using CRM systems, and developing reports, dashboards, and processes to maximise potential

EQUITY, DIVERSITY AND INCLUSION

Surfers Against Sewage
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**Here at Surfers
Against Sewage, we
are not ones to shy
away from the big
topics. Equally, we are
self-aware enough to
realise where we have
work to do.**

We are setting ourselves ambitious but attainable targets and we recognise our engagement in Equity, Diversity and Inclusion needs a dedicated, organisation-wide strategy.

The impact of plastic pollution, water quality and climate change disproportionately affects marginalised communities, yet there is significantly lower representation in Ocean Activism from within these communities. We want to change that. Our aim to create Ocean Activists everywhere isn't a tag line, it's a mission.

We are all connected to the ocean, regardless of distance, age, gender, race, disability, sexual orientation or belief system. We want to help reconnect us all to the ocean, waterways, rivers, lakes and even the water we use in our homes and schools. It's all connected – let's protect it together.



And finally, even if you don't meet every single requirement and don't surf, here at SAS we are committed to building a diverse, inclusive and equitable workplace, and we would still like to hear from you with your CV and covering letter.

You may be just the right candidate!





What are the benefits of working at Surfers Against Sewage, apart from being part of an amazing, dedicated and inspiring community of people?

Flexible working hours and TOIL

We offer a flexible approach to working hours between 7:30am and 6:30pm, and we provide Time Off In Lieu when staff are required to work occasional evenings or weekends. Our contracts specify working hours, but we focus on outcomes over where, when, and how people work.

Hybrid & Home working

Our roles are specified as either Hybrid working, with a requirement to come into the office a minimum of two days a week, or homeworking, with some travel to the office on agreed days (dependent on the role).

25 days of annual leave (pro rata), increasing each January up to 28 days, plus Bank Holidays.

For the last 4 years we have also been providing 3 additional days at Christmas, and we will continue this in 2025

Access to confidential advice on mental health and wellbeing, as part of our Employee Assistance Programme.

SAS have partnered with Health Assured who are the UK and Ireland's most trusted health and wellbeing network. Their employee benefits programme is a suite of wellbeing services, offering you and your family a structured way to work through physical or mental health issues and financial.

Four wellbeing days a year

Our mental health and wellbeing policy provides 4 wellbeing days a year, to use as a preventative measure.

Pension

5% (instead of statutory 3%) and will be regularly reviewed. Nest pension with ethical savings options.

Enhanced sick pay

8 weeks full pay and 8 weeks half pay

Enhanced maternity policy

Sabbatical policy

Giving the option for those with longer (>3 years) service to request sabbaticals or career breaks.

We also have an amazing office space for those based locally, overlooking the sea and with an invigorating headland walk, access to Trevaunance cove for swimming, or grab a surfboard from the rack and squeeze in a lunchtime surf. And best of all well behaved pets are allowed in the office, and we're pleased to provide never-ending Yallah Coffee for staff!

Many of the above benefits are non-contractual, and therefore can be changed without consultation. We are committed to creating an ever more progressive and open culture, and we believe the biggest benefit of working at SAS is working somewhere that you can own your impact. We are also pleased to be able to offer a bunch of other great stuff alongside!



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Hi, my name is Jacey and I am the Data and Insights Manager here at SAS.

I have worked for SAS for some time and have observed how the organisation has grown, and developed a great ethos on taking care of their staff and providing as much flexibility as they can and understanding.

I, myself have taken a couple of wellbeing days this year which have proved invaluable, allowing me to recharge and decompress at a time I really needed to.

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I'm Henry, the Policy and Advocacy Manager here at

SAS leading our political, policy and research work at SAS.

I am often out and about around the country, petitioning parliament and attending events and the SAS Time off in Lieu Policy means that I can take my time back and recharge my batteries so I can continue to fight for our oceans.

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I'm a hybrid worker, so I really enjoy the flexibility of working from home and the days in the office with the ocean view. There's a fantastic focus on employee wellbeing with flexi hours, hybrid working, wellbeing days, the addition of annual leave days with each year worked at SAS, and even a sabbatical policy that's recently been introduced.

My role feels rewarding in the sense that the skills I've been employed for are valued and trusted to deliver on the role. There's a great culture of 360 feedback being welcomed at SAS too which always makes you feel like you have a voice.

Sophie, SAS'





The ever-growing SAS community believes in staying connected with the ocean. To strengthen this bond, we live by six core values, that matter deep down, to us all.

01. COMMUNITY

We are a community of staff, volunteers, and ocean activists. We make sure we look after our community by nurturing and supporting, treating each other as humans: With compassion, kindness and care.

02. PURPOSEFUL

We're serious, experienced, rigorous, determined and dedicated. We know the impact of people power and how our actions on the ground, and at the top, make a difference.

03. OPEN

We're passionate, down to earth campaigners with a deep, unrelenting love of the ocean. We believe in building diverse, inclusive and active communities.

04. AUTHENTIC

We're human, doing our best for the ocean that we all love and rely on. When we don't get things right, we learn from it. We believe in authenticity. You can't fake trust.

05. DYNAMIC

We're active, energetic doers. From the beachfront to the frontbench, we bring people together, empowering them to get stuck in and make real change happen.

06. DARING

We're creative risk-takers, willing to disrupt the status quo and show how being different makes a difference. We have edge and energy that we put to use, pushing back against norms and pushing forward a counterview of what's possible for our planet.

TEAM CHARTER

When you start at SAS, you will be provided with our Handbook and Team Charter, which we collectively created to set out expected behaviours and ways of working; a manifestation of our values.



How to Apply

Please submit your CV and cover letter explaining how your skills and experience meet the requirements of the role to **recruitment@sas.org.uk**

You should receive an automatic email response after submitting your application. If you fail to receive this confirmation from us, please email **recruitment@sas.org.uk** or call us on 01872 553001.

Closing Date: 30th March 2025 Midnight Sunday

Interview Date: Thursday 03rd April 2025

We will work with you to accommodate any reasonable interview.

