



BLUE MARINE
FOUNDATION

Blue Marine Foundation Events and Sponsorship Manager

Blue Marine Foundation (BLUE) operates two major sporting events each year: London to Monaco and Onetrack1000. Both have the potential to create significant funding for BLUE's marine conservation projects.

BLUE is seeking an Events and Sponsorship Manager to assist in managing and developing these events, while also seeking and managing other fundraising channels for BLUE.

This is an incredible opportunity to join a highly impactful charity at the cutting edge of marine conservation.

Applicants must have experience of working in a similar role. The successful candidate will have great organisational skills and an ability to work under pressure, a strong attention to detail and good written/communications skills.

The role will be based in BLUE's office in Somerset House, London.

Salary: Negotiable, based on experience

Hours & contract information:

Hours: Full time, Monday to Friday, 9am to 6pm

Location: Central London

Holidays: 5 weeks leave per annum plus national holidays

Reporting to: Head of Operations & Events and Head of Partnerships

Please send your CV and a letter explaining your skills and suitability for the role to:

Poppy Wetherill: poppy@bluemarinefoundation.com

The application deadline is Monday 2 March 2020.



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Role and Responsibilities:

Onetrack1000 (June 2020)

- Manage the relationship with the event partner, Onetrack running club, to organise and deliver the event
- Seek out potential sponsors, set up meetings, create proposals and pitch to potential sponsors
- Work with the marketing and communications officer to increase social media presence by sourcing and sharing newsworthy information/updates about the event
- Create all marketing documents and communication templates for sponsors and participants
- Create content for monthly newsletters to send out to participants, partners and sponsors
- Manage the social event, starter event and finish event
- Source key equipment and materials for the starter and finish events
- Be the main point of contact for the participants and sponsors
- Respond to queries within a 24-hour period
- Maintain and update participants' records on Salesforce and master spreadsheets including: contact details, company details, relevant event details including kit sizes, fundraising pages, RSVPs to social, starter and finish events

London to Monaco (L2M) cycle (September 2020)

- Work alongside the Head of Partnerships and the event partner, Just Pedal to organise and deliver the event
- Work with the Head of Partnerships to seek out potential sponsors, set up meetings, create deck and proposals and pitch
- Manage the L2M social media accounts, across Twitter, Facebook and Instagram
- Work with the marketing and communications officer to increase social media presence on BLUE's social media accounts by sourcing and sharing newsworthy information/updates about the event
- Maintain and regularly update the London to Monaco website and liaise with the web developer/designer for any design changes
- Create all marketing documents and communications templates for sponsors and participants
- Create content for monthly newsletters to send out to participants, partners and sponsors
- Source and secure 'goody bag' sponsors
- Manage the social events, departure event and arrival event
- Source key equipment and materials for the social events, departure and arrival events
- Work with Just Pedal to organise the training events



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- Maintain and update participants' records on Salesforce and master spreadsheets, including contact details, company details, relevant event details including kit sizes, fundraising pages, RSVPs to social events, training rides, departure and arrival events and key notes about individual contacts
- Be the main point of contact for the participants, event partner, suppliers, goody bag sponsors
- Respond to queries within a 24-hour time period

Other high-profile sporting event:

- Research and create a proposal for a potential annual swimming event to raise additional funds for BLUE
- Pitch the proposal to the Head of Partnerships, Head of Events and Executives
- Manage and deliver the event in 2021

Additional event/fundraising support:

- Manage the relationship and provide supporter care to third-party fundraisers
- Identify key events and increase support of BLUE
- Support the Head of Events with other BLUE events and ad-hoc event requests
- Manage BLUE's legacy giving programme

Candidate profile:

- Relevant experience in fundraising and/or sponsorship
- Proven record in organising similar events
- Proven ability to source sponsors and fundraising partners
- Self-motivated and able to work using own initiative
- Able to work under pressure, prioritise tasks and meet key deadlines
- Able to multi-task and work across multiple documents and platforms
- Excellent written and communication skills
- Excellent attention to detail
- Command of Microsoft suite (Word, Excel, PowerPoint) and Adobe software (Acrobat and InDesign) as well as experience in using CRM software
- Great inter-personal skills and a good team player