

Job Description

Job Title: Fundraising Events Lead

Hours of Duty: 37.5 hours a week

Organisational Arrangements

Accountable to: Head of Marketing & Communications

Other Accountabilities: Director of Income Development & Marketing

Role Summary

The post holder will be required to manage, develop, and deliver an existing annual calendar of fundraising events, from concept to realisation, and expand the portfolio with new, financially viable activities that will appeal to a wide audience of both new and existing supporters. The post holder will deliver aligned activities from within the Income Development strategy, and meet clearly defined financial targets, objectives and KPIs.

Ensure that events align with specific activities within the Hospice calendar, and will focus on supporter engagement, supporter growth and cultivation, and awareness raising.

Working 18 months in advance, the post holder will need to devise clear event planners with aligned Marketing & Communication deliverables, in order to communicate effectively with external audiences to both market and sell the events programme, whilst raising the Hospice's brand, profile, and following.

Key Responsibilities

Events

To lead on all fundraising events from concept to realisation, this will include:

- Developing a 12-month calendar of events, with an aligned operations plan, which must be actioned 18 months in advance. Produce clear business cases for each proposed event, for approval and sign off by the Director of Income Development and Marketing.
- Plan, implement, and deliver the events calendar in line with the Income Development strategy – meeting all agreed financial targets, objectives and KPIs.

- Work with internal teams to deliver all elements of an event to budget. Including Volunteering team, Clinical team, Estates team, Hospice Shops, Database lead, Finance team, and Fundraising team.
- Compile detailed event plans, budgets, operations plan, marketing plans, team & volunteering briefings, and job roles for each scheduled event.
- As a Hospice ambassador represent and promote the Hospice at our own and all public events as required.
- Compile feedback and evaluation reports to the Marketing & Communications Manager after each event.
- Promote the fundraising/volunteering activities of our supporters, ensuring they are publically thanked for their contribution.
- Provide high level stewardship and approachability for all event supporters, guests and participants; before, during, and post events. Ensuring participants are cultivated as part of their longer-term donor journey.
- Pay close attention to all finer details of activities – ensuring an eye for detail.
- Ensure that events are run professionally, efficiently and safely at all times.
- Any additional responsibilities as deemed reasonable by the Head of Marketing & Communications or the Director of Income Development & Marketing.

Health and Safety/Security

1. To be familiar with all requirements of the Health and Safety at Works Acts and the Hospice Health & Safety policies and regulations applicable to the post.
2. To co-operate actively with the nominated Health & Safety person in achieving the aims of the Hospice Health & Safety Policy, Fire Regulations, related issues and various procedures and ensure the legal requirements are met.
3. To take responsible care the health and safety of themselves and of others who may be affected by their acts or omission, and comply with the Health and Safety legislation.
4. To wear appropriate safety clothing and use appropriate safety devices as requires, and not to interfere with or misuse anything which is provided in the interests of health and safety.
5. To report and co-operate with the investigation of all incidents and accidents that have led to or may lead to injury and to report all hazards or shortcoming in the protection arrangements.
6. To ensure as far as predictable that all materials used within the Hospice and its subsidiaries for fundraising activities are properly stored, used and disposed of and that any items of equipment are properly tested, used, maintained and repaired as necessary.

Volunteers

Dr Kershaw's Hospice is generously supported through its active volunteers who work alongside employees of the Hospice, across all departments, helping to fulfil the needs of the services.

As part of all roles at the Hospice, it is expected that all post holders commit to assisting and supporting volunteers to perform their roles to the best of their ability. In addition, it may be required of the post holder to act as a volunteer lead if identified with the Volunteer Co-ordinator, as appropriate.

Education & Training

The post holder will:

1. Participate in the Hospice appraisal system.
2. Maintain high professional standards and continue own personal and professional development.
3. Assist in teaching and the supervision of other members of staff and volunteers.
4. Participate in the orientation of new staff.
5. Attend all mandatory training/update sessions.

General

1. **Confidentiality** – It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and the terms of the Data Protection Act and relevant Hospice policies are met in respect of information held on the Hospice computer system.
2. **Equal Opportunities** – The Hospice is committed to equality of opportunity. All staff are required to comply with current legislation and Hospice policies.
3. **Health and Safety** – Staff must ensure they are familiar with the requirements of the Health and Safety Work Act (1974) and the Hospice Health and Safety policies and regulations applicable to their post.
4. **Safeguarding** – Dr Kershaw's Hospice is committed to safeguarding adults and children and expects all staff to share in this commitment. Staff have a responsibility to ensure that they are aware of specific duties relating to their role and should familiarise themselves with the Hospice safeguarding policy. Regular safeguarding training updates will be held and are mandatory for all staff.

The above indicates the main duties that may be reviewed in the light of experience and developments within the service. Any review will be undertaken in conjunction with the post holder.

PERSON SPECIFICATION

JOB TITLE: Fundraising Events Lead

Note to applicant: When completing your application form you should demonstrate the extent to which you have the necessary education, experience, knowledge and skills identified for the post.

KEY: E = Essential D = Desirable A = Application I = Interview P = Practical S = Short listing criteria		
Requirement	Essential/ Desirable	Assess from:
Education & Qualifications		
Educated to A-level standard or equivalent, and /or have substantial relevant work experience to a minimum of 5 years	D	A, I
Relevant qualification in fundraising or events or marketing	D	A, I
Experience & Knowledge		
Proven experience in meeting income targets and KPIs	E	A, I, S
Proven experience of actively engaging with members of the public on all levels	E	A, I, S
Experience in monitoring and evaluating projects	E	A, I
Experience in managing data on CRM (Customer Relationship Management) systems and good knowledge of GDPR	D	A, I
Experience of working in the charity sector	D	A, I
Significant experience of working with and to a wide range of financial and non-financial KPIs	D	A, I,
Demonstrable knowledge and understanding of Events Fundraising or similar scenario	D	A, I
Up-to-date knowledge of best practice within the charity sector generally and particularly changes to communications, legislation, and codes of practice.	D	A, I
Experience of building effective relationships with key internal and external stakeholders	E	A, I, S
Excellent written and verbal communications skills	E	A, I, S
Networking and strong interpersonal skills – the ability to build good relationships across all levels of the organisation and externally	E	A, I
Personal Attributes		
Full clean driving license with access to own car	E	A, I, S
Ability to drive Hospice van	D	A, I

Committed to equal opportunities, anti-discrimination, anti-oppressive policy and practice and social inclusion	E	A, I, S
Works in an empathetic and sensitive way at all times, particularly when in contact with or distributing information to/on behalf of Hospice families	E	A, I
Committed to the values and work of voluntary and community organisations	E	A, I, S
Able to work as part of a team and on own initiative	E	I
Enthusiastic and self-motivated	E	A, I
Application of creative and lateral thinking, combined with good problem-solving skills	E	A, I, P
Ability to work on a number of competing high priority projects, using different disciplines, at once	E	A, I, P
Ability to work sensitively with people of differing viewpoints	E	I,
Strong IT, digital and administrative skills	E	I, P
Pro-active and a self-starter	E	I
Ability and willingness to work flexibly including some evening and weekend work	E	I
Able to travel in course of carrying out duties	E	A, I