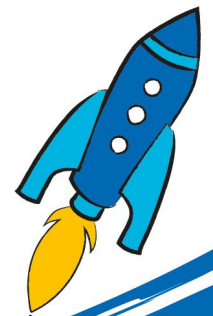


Events Fundraising Manager

Candidate Briefing Pack



Dear Candidate

Thank you for your interest in becoming an Events Manager at The Children's Trust.

The Children's Trust is the UK's leading charity for children with brain injury. We are unique, with an international reputation for the work we undertake to improve the lives of the children and families with whom we work. We provide information and support to thousands of children with brain injury and their families annually, through education, care, therapy and research. We provide expertise and experience in meeting the needs of children and young people with acquired brain injury, neuro-disabilities and complex health needs.

As our Events Manager, you will report to the Senior Events Fundraising Manager and will oversee the innovative development and outstanding delivery of our current events portfolio. You'll spot opportunities, use insight, demonstrate expertise and will have the courage to bring a new and exciting fresh approach to the team. Through your passion for storytelling and enthusiasm to build relationships with suppliers, venues and donors alike you will maximising income targets and create lasting relationships for The Children's Trust.

This is a chance for an outstanding candidate to make a significant and lasting difference to the lives of thousands of children and families.

Kind regards

Hannah Liles
Senior Events Fundraising Manager

The Charity

The Children's Trust is the UK's leading charity for children with brain injury and neurodisability.

The charity provides rehabilitation, medical care, special education, community services and expert information.

Our key services are:

- Rehabilitation for children with Acquired Brain Injury (ABI)
- A non-maintained special school, with associated residential houses for children with complex education, health, therapy and care needs
- Support for children with ABI and their families in the communities across the UK, through our Brain Injury Community Services.
- Online information and support via our publications and braininjuryhub.co.uk

Our residential services based at our national specialist centre in Tadworth, Surrey, work in partnership with the NHS and local authorities to provide a step-down pathway of care between hospital and home. The centre is entirely child and family focused to ensure that their needs are appropriately supported.

In the community, we provide clinical support to complement local services and give children and young people with ABI the best chance of succeeding at home and in school.

We are the only paediatric centre with a national specialised commissioning contract (through NHS England) to provide brain injury rehabilitation for children with severe brain injury. Our other services are funded through local health commissioners (such as clinical commissioning groups), social care and education authorities, together with the millions raised through Volunteer fundraising.

Thanks to the generosity of The Children's Trust's supporters, our 24 acre Tadworth site features a modern hydrotherapy pool, accommodation for parents, specially adapted equipment, a nature trail and soft play areas.



We run a non-maintained special school for children with complex education, health, therapy and care needs with associated residential houses. The Children's Trust School supports children and young people from 2 - 19 years old and is dual-registered with the Care Quality Commission (the school residential houses) and Ofsted Education.

The Children's Trust is a charitable organisation with approximately 750 committed staff and over 1,000 volunteers with a range of expertise across nursing and care, education, therapy, operations and centralised support functions such as finance, HR, fundraising and communications. A number of these staff are based off site around the UK as part of our community work or in our charity shops.

Job Description

Job Title	Events Fundraising Manager
Reports to	Senior Events Fundraising Manager
Direct reports	n/a
Location	Tadworth, Surrey
Salary	£32,640
Hours of Work	37.5hrs per week (N.B. The role will require flexibility in terms of hours of work, including the ability to work outside of normal office hours to support the delivery of events, e.g. evenings and weekends).
DBS	Enhanced with Children's [& Adult's] Barred List

Job Purpose

The vital role of our Events Manager is to drive forward The Children's Trust's fundraising efforts through the managing and delivery of several events throughout the year. These will include high profile, well-established and committee-led events, such as The Supercar Event.

The Events Manager will work with a variety of internal and external stakeholders, will build excellent relationships with supporters and suppliers, and will develop new relationships with potential partners.

Duties and Responsibilities

Manage a portfolio of events:

- Project manage all aspects of specific events, ensuring all tasks are assigned and completed as per your project plan;
- Review event budgets and ensure they are run within budgeted expenditure and achieving budgeted income, negotiating with suppliers for the most cost-effective prices where appropriate;
- Recruit, co-ordinate, engage and motivate volunteers to support planning and delivery of events;

Maximise events income and develop new relationships with potential partners:

- Contribute to an annual Events Fundraising budget with detailed breakdown, phasing, rationale and key performance indicators;
- Monitor and manage the Events Fundraising budget for your responsible events and forecast as necessary;
- Review performance against targets and budgets, accounting for variances and take a nibble reactive approach where required.
- Ensure accurate recordkeeping of supporters, projects and events, using the Fundraising database
- Develop a donor-centric stewardship plans for all events attendees to maximised income and encourage future fundraising and lifetime relationships with the charity.

Create and implement a marketing, communications and advertising plan:

- Devise a marketing plan for events and feed into the Fundraising team's general marketing and communications plan;
- Liaise with the Marketing and Communications department and external agencies to produce marketing material support the successful promotion of events and post-event PR;
- Update online event listings and ensure The Children's Trust website event page is up-to-date.

Develop excellent relationships and represents The Children's Trust at the highest levels:

- Maintain excellent, professional relationships with both new and existing supporters and suppliers;
- Provide support and encouragement to event attendees and supporters with exemplary stewardship;
- Collaborate with the Partnerships team to maximise the potential of any corporate involvement in the Special Events strategy;
- Develop relationships with colleagues in other departments and on the Board of Trustees to raise the profile of the Participation Events fundraising activities;
- Keep abreast of new developments in the fundraising arena.

General

- To undertake other duties commensurate with the post of Events Manager directed by the Senior Events Fundraising Manager / Head of Volunteer Fundraising;
- To attend internal and external meetings, as required;
- Be available to work evenings and weekends, as required.

Policies, Procedures and Guidelines

- Be aware of and comply with the policies and procedures of The Children's Trust;
- Be aware of and comply with the Fundraising Regulator Code of Practice and the GDPR
- Actively participate in regular review sessions with the Line Manager, as appropriate;
- Continuously update and develop professional skills, expertise and knowledge of The Children's Trust.

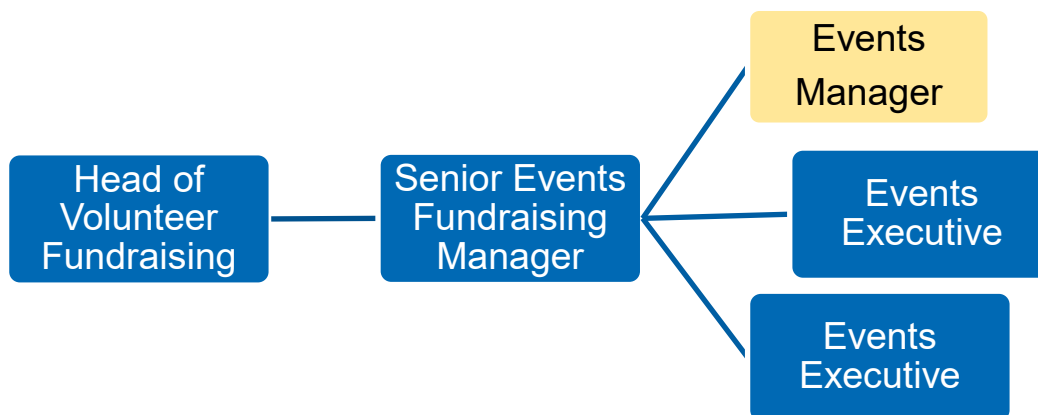
Health and Safety

- Adheres to all health and safety guidelines, including infection prevention and control;
- Provide evidence of a valid NHS Covid Pass or acceptable proof of Covid vaccination or medical exemption and all vaccinations (or medical exemption) required for the post;
- Adhere to manual handling procedures and complete mandatory manual handling training.
- Promotes the health and safety of others.;
- Uses the incident reporting and risk assessment system (IRAR), to identify and report risks and incidents/actions if directed;
- Responsible for identifying and mitigating risk within the work environment.

Wellbeing and Emotional Resilience

- Maintains a positive approach and outlook when dealing with change and overcoming challenges and problems;
- Recognises own limitations, develops realistic goals, and uses support network resource when or if necessary;
- Treats challenges and problems as a learning experience;
- Remains organised and focused when under pressure;
- Responds appropriately and effectively to all constructive feedback.
- Motivates self and others.

Organisation and Structure



Person Specification

Selection Criteria:	
Education & Qualifications	<ul style="list-style-type: none"> • Holds a relevant qualification or can demonstrate equivalent relevant experience -Essential
Experience	<ul style="list-style-type: none"> • Minimum of three years' experience of organising events (preferably fundraising events) -Essential • Experience of using modern IT systems including a database -Essential • Experience of managing and delivering an income and expenditure budget – Essential • Experience of managing and motivating supporters, supplier and team members – Desirable
Skills & Abilities	<ul style="list-style-type: none"> • Strong decision making – Desirable • Self-motivation– Essential • Possess excellent communication skills, ability to communicate at all levels -Essential • Team Player -Essential • Highly organised -Essential • Ability to manage and deliver several projects at the same time to the set deadline -Essential • Good presentation skills -Desirable • Confident problem solving- Essential • Adaptability and flexibility approach and be able to adapt as necessary to the requirements of the role- Essential
Knowledge	<ul style="list-style-type: none"> • Of large-scale bespoke event planning, production and implementation - Essential • Event health and safety including the creation and implementation of risk assessment -Desirable • Donor and relationship development. Journey plotting and implementation- Desirable • Budget development, phasing and reforecasting - Desirable
Personal Qualities	<ul style="list-style-type: none"> • Commitment to the vision and values of The Children's Trust – Essential • Flexible and 'can do' attitude to competing commitments in workload - Essential • Highly motivated and reliable - Essential • Ability to cope working in a demanding environment - Essential

Safeguarding

The Children's Trust is committed to safeguarding and promoting the welfare of children and young people. To achieve our commitment, we will ensure continuous development and improvement of robust safeguarding processes and procedures that promote a culture of safeguarding amongst our workforce.

The Children's Trust has policies on safer recruitment, the recruitment of ex-offenders and criminal record checks. Please refer to the People Team for further information.

Equity, Diversity & Inclusion

At The Children's Trust we recognise how important it is to have leadership that reflects the children, young people and families that we support. We also recognise that staff, comprised of a range of skills, backgrounds and experiences will help us to better understand the needs of those we support, and how we can best represent their interests.

We, therefore, particularly welcome applications from disabled people, individuals from diverse ethnic backgrounds and those from other under-represented groups.

The Children's Trust is committed to achieving equity, diversity and inclusion (EDI) across all levels of the organisation. For further information, see: <https://www.thechildrenstrust.org.uk/about/statement-equity-diversity-Inclusion>

Our Promises

Our Promises capture our strengths and aspirations. They guide the way we act, interact and come together to achieve our goals. The journey we took to reach our Promises has been an important one. A highly collaborative and iterative process that has seen each word shaped by our people – our volunteers, employees, partners, trustees, and suppliers. Perhaps most importantly, at the core of this process are our children, young people, and their families. This journey has given us a critical opportunity to give children and young people a voice. As a result, our Promises have been genuinely enriched by them. That's because how we work and carry out our role is as important as what we do, and that's why as part of The Children's Trust, we all need to live by our five Promises.

