

# Senior Events and Partnerships Manager

Candidate briefing pack





Dear Candidate

Thank you for your interest in becoming a Senior Events and Partnerships 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 a Senior Events and Partnerships Manager, you will report to the Head of Public Fundraising. Your role will be to proactively lead our Events Team to review and overhaul our current events programme before implementing a varied and exciting refreshed programme which will engage new and current supporters as well as the local community and our children, young people and their families.

They will also lead our Partnerships Team to develop and maintain and grow long-term, high value and multifaceted community, group and corporate partnerships to maximise income, value and influence for The Children's Trust.

You will be a natural and enthusiastic leader, able to support a high-performing team.

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

A handwritten signature in black ink, appearing to read 'Fiona Swinhoe'.

**Fiona Swinhoe**

**Head of Public Fundraising.**



## 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
- Online information and support via our Bumps Happen hub and publications.

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 voluntary 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 500 committed staff and over 1,000 volunteers with a range of expertise across nursing and care, education, therapy, retail, operations and centralised support functions such as finance, HR, fundraising and communications.





## Description

<b>Job Title</b>	Senior Events and Partnerships Manager
<b>Reports to</b>	Head of Public Fundraising
<b>Direct Reports</b>	Events Fundraising Manager Partnerships Managers (x4) Collection Box Coordinator
<b>Location</b>	Tadworth, Surrey
<b>Salary</b>	£43,602 per annum
<b>Hours of Work</b>	37.5hrs per week
<b>Working Pattern</b>	The role requires flexibility in terms of hours of work. Including the ability to work occasional early mornings, evenings and weekends and travel to meetings and/or events at different locations.
<b>Hybrid Working</b>	Available for this role, 60 – 40 split with 60% being office based on site. This is a non-contractual informal arrangement; the role holder must be flexible and may be asked to change days to come into the office. Anything outside of this is considered flexible working e.g. fixed day working from home.
<b>DBS</b>	Enhanced with Child Barred List

## Job Purpose

The Senior Events and Partnerships Manager will lead the Events and Partnerships Teams to deliver their strategy and plans. Working with the Head of Public Fundraising the Senior Events and Partnerships Manager will carry out a programme of continuous improvement to shape our programme of events for supporters, the local community, our children, young people and their families and retain and grow our partnerships and community fundraising programmes. This work is vital in helping us to achieve our strategic aims of increasing our net contribution and growing our supporter base.

The successful candidate will proactively lead our Events Team to review and overhaul our current events programme before implementing a varied and exciting refreshed programme which will engage new and current supporters as well as the local community and our children, young people and their families. They will also lead our Partnerships Team to develop and maintain and grow long-term, high value and multifaceted community, group and corporate partnerships to maximise



income, value and influence for The Children's Trust. You will lead a small team of events and partnerships managers to secure and manage a range of new and existing partnerships and events (including owned and third party).

Working alongside the Head of Public Fundraising, you will strengthen and implement business planning, pipeline and budgeting processes as well as devise comprehensive audience-led stewardship plans, maintaining momentum and focus to achieve targets.

The successful candidate will have strong relationship and event management skills, experience managing budgets and risk, be a capable leader and able to identify and seize opportunities for improvement and innovation within an existing programme and set budget.



## Duties and Responsibilities

### Income generation and strategy

- Lead the implementation and delivery of the strategy for the Events and Partnerships teams and work with the Head of Public Fundraising and the teams to develop and review strategies to maximise income from events and partnerships
- Utilise audience insight to develop a broad and innovative range of income generating products to engage new and steward existing partners (including community supporters, businesses, groups and schools)
- Lead the Events team to review and overhaul our current events programme so that we are maximising net income and ROI as well as meeting the needs of our supporters and local community, and building connections and long-term relationships with our events supporters
- Manage partnership pipeline including building opportunities with new businesses to increase the range, value and number of partnerships for The Children's Trust
- Work with the Partnerships team to implement processes that streamline and integrate relationship management across the team
- Lead the team to maximise growth and opportunities from businesses, community supporters, groups and schools through supporter journeys, stewardship, and cross-sell
- Work across the Retail, Fundraising and Communications directorate to maximise opportunities for contact mapping, cross-sell and support the activity of other teams within the directorate (including but not limited to stock donations, sponsorship of committee-led events, pro bono support, gifts in kind etc.)

### Budget and risk management

- Work with the Events and Partnerships Teams as well as the Head of Public Fundraising to plan and create annual Events and Partnerships budgets with detailed breakdown of income and expenditure, phasing, and rationale for recommendations
- Be responsible for the implementation of the budgets and delivery of income and expenditure against the plans
- Monitor and manage the Events and Partnerships budgets accurately and regularly, including monthly review against MAs with narrative for variances against budget as well as working with the Head of Public Fundraising to carry out quarterly reforecasting of the budget making recommendations for changes



- RAG rate the budgets and pipelines, demonstrate understanding of managing risk in a budget by providing rationale and explanation for the categorisation of income as green, amber or red. Work with Head of Public Fundraising to reduce the risk in the budget and a reduction in red and amber areas
- Ensure risk assessments are in place for all fundraising events and activities across the Events and Partnerships teams, work with the Head of Health and Safety to ensure risks are mitigated as much as possible and crisis communication plans are in place for all events

### **Events and relationship management**

- Build and maintain strong relationships with both new and existing corporate partners, groups, supporters, senior volunteers and committees
- Work with the Events and Partnerships Managers to create account plans for corporate partners, groups and schools, as well as supporter journeys for community supporters and participants in our events programme
- Work with Events and Partnerships team to ensure that we are maximising opportunities within our relationships, achieving long-term growth and retention of all supporters and working with teams across the directorate to cross-sell other appropriate opportunities for support
- Bring the Events and Partnerships teams together to ensure that we are seizing opportunities to integrate the programmes, for instance through corporate sponsorships of events, employee volunteering or participation, donated goods for raffles and auctions, match funding and more
- Develop relationships with colleagues across the Public Fundraising Team, wider directorate and organisation to ensure that opportunities for engagement, integration and promotion of events and partnerships are maximised and publicised

### **Management of self and others**

- Ensure that those reporting to you are motivated to achieve optimum performance for themselves and the organisation in line with The Children's Trust policies and procedures, standards, goals and strategies
- Communicate The Children's Trust strategies and policies to staff; inducting, coaching, training and developing them, whilst ensuring that they receive regular performance and development reviews
- Adhere to the policies and procedures of The Children's Trust
- Be aware of and comply with the Fundraising Regulator Code of Practice and GDPR



- Maintain professional boundaries and professionalism at all times
- To undertake other or additional duties that are within your skills and abilities, as the organisation may reasonably require from time to time

### **Health and Safety**

- Adheres to all Health and Safety guidelines, principles and regulations to perform your role and comply with The Children's Trust policies and procedures.
- 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.

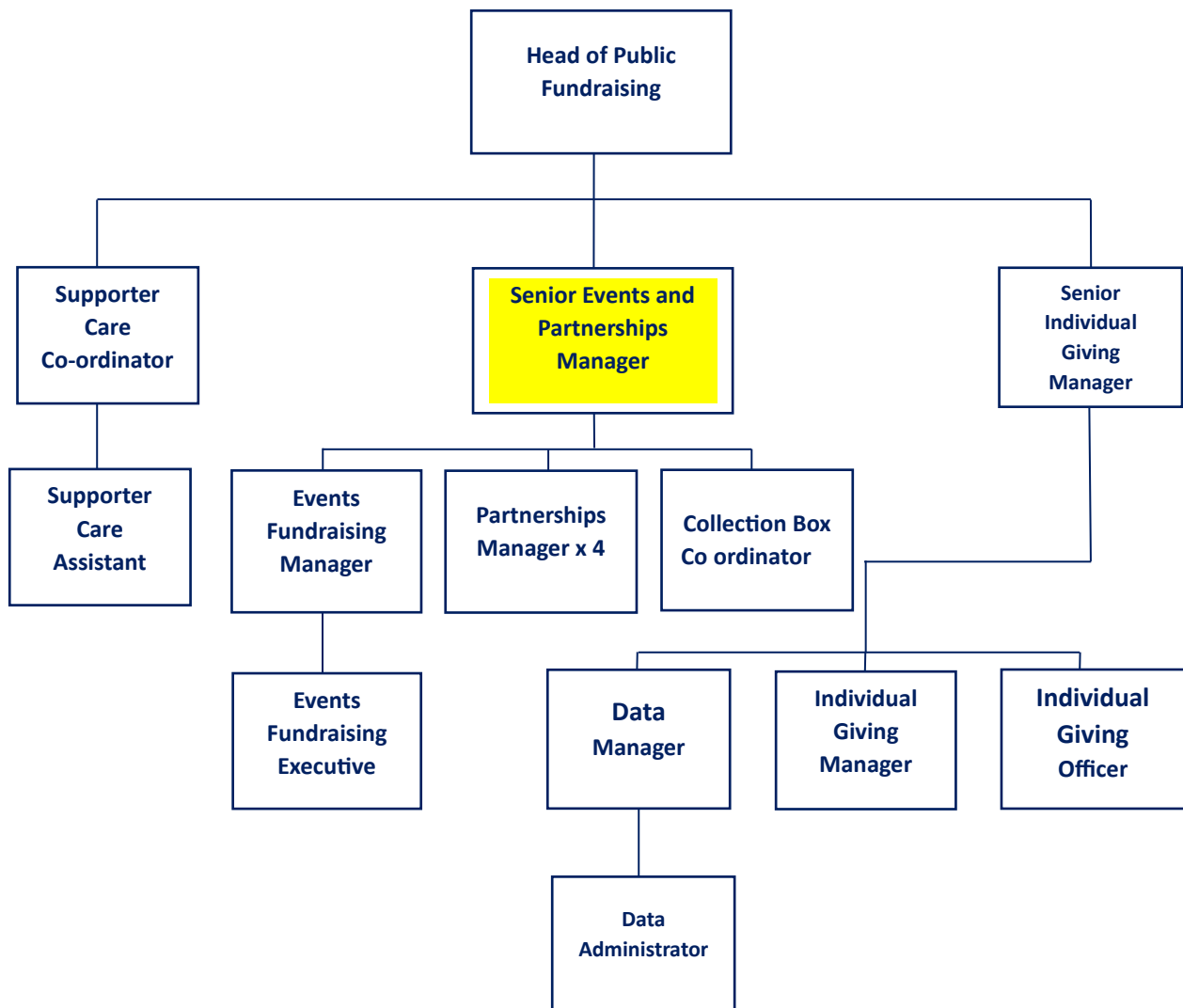
### **Wellbeing and Emotional Resilience**

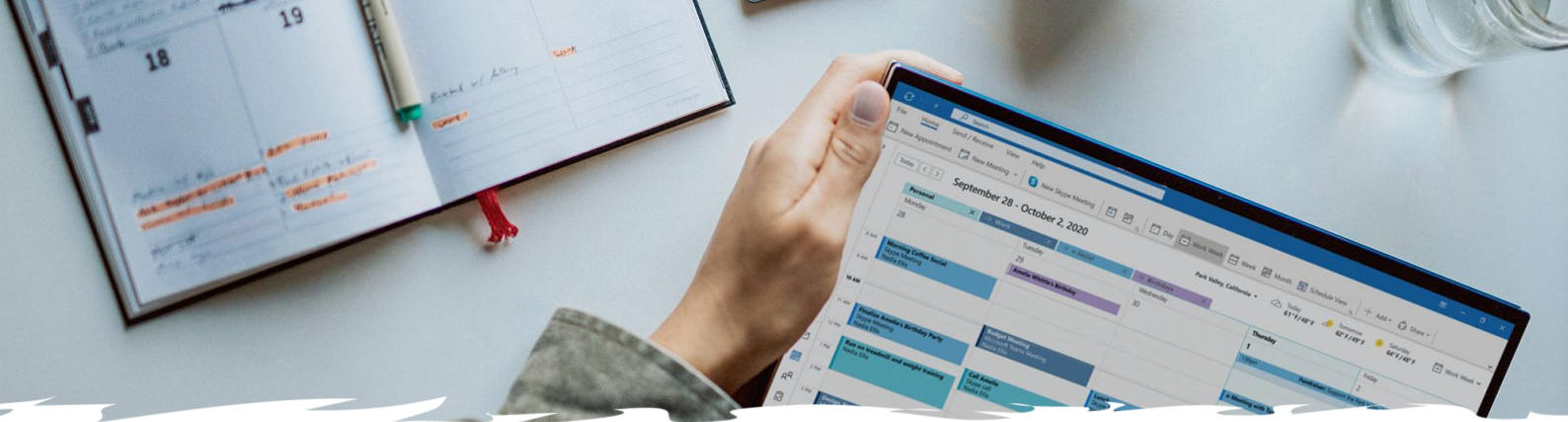
- Maintains a positive approach and outlook when dealing with change and overcoming challenges and problems.
- Recognises own limitations, develops realistic goals, and uses support network resource when or if necessary.
- Treats challenges and problems as a learning experience.
- Remains organised and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





## Organisation and Structure





## Person Specification

Selection Criteria:		Essential / Desirable
<b>Education &amp; Qualifications</b>	<ul style="list-style-type: none"> <li>Fundraising qualification or training</li> </ul>	Desirable
<b>Experience</b>	<ul style="list-style-type: none"> <li>Experience of working in a fundraising events role</li> <li>Experience of working in a community or partnerships management role</li> <li>Experience of working within a target driven role, with a proactive and creative approach to developing and delivering compelling proposals and pitches to different audiences.</li> <li>Experience of setting and managing an income and expenditure budget</li> <li>Experience of managing and motivating staff and / or volunteers</li> <li>Experience of working with volunteers, volunteer committees and groups</li> <li>Experience of delivering complex events for thousands of people</li> <li>Experience of deputising for senior colleagues</li> </ul>	Desirable Desirable Essential Essential Essential Desirable Desirable
<b>Skills &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>Evidence of strong decision-making skills with the ability to motivate self and others</li> <li>Possess excellent communication skills, ability to communicate at all levels</li> <li>Excellent organisational skills with the ability to delegate</li> <li>Ability to manage and deliver several projects at the same time to the set deadline</li> <li>Confident problem solving</li> <li>Demonstrate an adaptable and flexible approach</li> <li>Sound knowledge of event health and safety including the creation and implementation of risk assessments</li> <li>Demonstrable donor and relationship development skills.</li> <li>Sound financial skills including knowledge of budget development, phasing and reforecasting</li> <li>Knowledge of fundraising best practice, the Fundraising Regulator and GDPR standards</li> </ul>	All Essential
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>Commitment to the vision and values of The Children's Trust.</li> <li>Flexible and 'can do' attitude to competing commitments in workload.</li> <li>Highly motivated and reliable.</li> <li>Ability to cope working in a demanding environment.</li> </ul>	All 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. It is an offence to apply for a role in regulated activity with children and young people if the applicant is barred from engaging in regulated activity relevant to children and vulnerable adults.

## Equity, Diversity & Inclusion

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>

To help us achieve our ambition to give children and young people with brain injury and neurodisability the opportunity to live the best life possible, we want to accurately reflect the UK's diverse population. We want equity, diversity and inclusion to be at the heart of everything we do, and our people, services and culture to reflect the diverse needs of all. Through our diversity and inclusion strategy, we have made a commitment to increase the diversity of our charity and create an inclusive

culture. We have networks across the organisation working to ensure that these aims are met - including an LGBTQIA2S+ group, Ethnic Diversity Group, and Spark – our broad EDI group. [Read more about our EDI work](#)

We welcome applications from all who share our ambition regardless of background. We will strive to ensure that any reasonable adjustments are made in respect of interview and working arrangements.

## 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.

