

Job title:	Fundraising Events Executive
Job Level:	Executive
Department:	Strategic Growth
Location:	Home based

Ben is the automotive industry charity dedicated to individuals who have worked in or work in the automotive industry and their family dependants. We are committed to provide health and wellbeing support for life to empower our automotive family to live their best life and be there for those who are struggling or in crisis.

My job empowers our automotive family to live their best life by ... delivering Ben's event portfolio and ensuring that all our participants have a positive and rewarding experience, to secure future attendance and income.

Team:	Supporter Experience
Responsible to:	Fundraising Events Manager
Responsible for:	No direct reporting lines

Job Overview

- Responsible for developing and delivering all fundraising events with the support of the Fundraising Events Manager
- Ensure that all event participants - virtual or physical have an exceptional experience to maximise income and are placed at the heart of everything that we do.
- Build excellent relationships with event participants to ensure future event participation.
- Support the FEM in creating and implementing user journeys for each event and review regularly based on audience insight and current event fundraising trends.
- Create tailored fundraising materials with the support of our marketing team.

Key responsibilities

- Ensure that all event project plans are in place, liaise with stakeholders to ensure that all deadlines are met, working within budget and ensuring income targets are met.
- Steward participants based on their supporter journey. To include calls, sending supporter communications, providing fundraising support, following up to ensure donations are received, personalised thanking and survey.
- Attendance at events to enhance our supporters experience and deepen their relationship with Ben.
- Work with FEM and marketing team to produce marketing collateral, merchandise and other support materials based on each event.
- Ensure that all participants have a fundraising page on Enthuse and Salesforce is updated with all current contact information. Including income and communications.
- To lead and deliver on certain Ben and Third-party events including supervising Ben employees and on-site contractors.
- Ensure that all bookings are invoiced, and payment received.
- Monitor and maintain social media groups and WhatsApp groups created for our Fundraising Events
- Update webpages relating to our Fundraising events with current content.
- Identify and capture inspiring stories from our event participants to share across our media and digital channels.

Our Values

- Passionate
- Respectful
- Inclusive
- Driven
- Empowered

Technical Knowledge (E = Essential, D = Desired)

- Proficiency in CRM software (Salesforce) (E)
- Proficiency in using fundraising events platforms (Enthuse) (D)

Job Specific Competencies

- Excellent communication and interpersonal skills, with the ability to build relationships with supporters over a range of channels, including email, telephone and face to face.
- Strong organisational skills with the ability to deal with a variety of tasks under pressure and working to busy and tight deadlines
- Ability to work independently and as part of a team, collaborating with colleagues within and across departments
- Strong project management skills ensuring delivery of events and journeys from start to finish.

Qualifications required

- Our teams are made up of people who are committed to our ambitious goals – you do not need to be degree educated to secure a role, but you should be able to demonstrate a combination of experience and competence that meets the requirements of the role

Experience required

- Relevant experience in delivering and attending events
- Experience of building excellent relationships with participants
- Experience of creating and implementing participant journeys

This job is suitable for someone who...

- Has a passion for events
- Has a natural ability to build relationships with our participants
- Contributes constructively and generously as part of a wider team
- Is passionate about the work that Ben does and the changes it can make to our automotive family
- Can turn one-time participants into lifetime supporters.