

Vacancy Information Pack



Events Manager

Closing date: 18th July 2024



RBL
ROYAL BRITISH LEGION

Thank You

Thank you for your interest in this opportunity. This is an exciting time to join the Fundraising Events team as we continue to modernise and develop our diverse events portfolio, and so we're looking for someone to join our fun, close-knit team who can bring their expertise and 'can-do' attitude to ensure that we continue to deliver high quality events for the Royal British Legion

If this sounds like you, please read on and consider putting in an application. I look forward to reviewing your experience and motivations, and maybe meeting you in the coming weeks.

Kind regards,
Scott Renken
Senior Event Manager



Job Description

Job Title: Events Manager
Reporting To: Senior Events Manager
Responsible For: 1x Events Logistics Coordinator

Role Purpose:

To lead on the planning and delivery of a range of fundraising events. Lead the planning process and high-quality implementation of event delivery, ensuring a high-quality supporter experience. Build strong relationships with event partners, whilst actively seeking opportunities to develop the event portfolio.

- **Key Responsibilities:**

To develop and deliver exemplary mass events across a varied portfolio:

- Lead the planning, project management and logistical delivery of a range of fundraising events in the UK and overseas, in accordance with strategies and plans to meet KPI's and generate insight.
- Lead on the delivery of our owned events to include course design, venue liaison in the UK and continental Europe, management of road closures, health and safety, organisation of commemorative ceremonies and events, booking and management of travel, and hotel liaison.
- Produce and manage project plans relating to the planning and delivery of events in line with wider departmental plans.
- Manage the event planning and delivery expenditure budget supporting delivery of events targets and objectives, prepare monthly and quarterly reports and lead budgeting process.
- Carry out detailed evaluations on event planning and delivery, with recommendations for the future, and present these findings to senior management.
- Develop existing events to maximise ROI and net contribution.
- Line management of an Event Coordinator; setting and overseeing their workload, managing their performance, and supporting their personal development.
- Lead on the recruitment and management of event volunteers.

To provide the best supporter experience:

- Working in conjunction with the wider team, ensure that supporter experience and supporter engagement is maximised with existing and new supporters throughout all event touchpoints.
- Provide exemplary on-the-day experience for participants taking part in fundraising events.
- Working in conjunction with Managers across the department, support marketing, acquisition, and stewardship KPIs.
- Lead the on-the-day delivery of fundraising events as a member of staff, supporting the wider events team in the successful delivery of a range of events in the UK and overseas, including representing the charity on multi-day events as required.

Build relationships with internal departments, event organisers and agencies:

- Work closely with and build relationships with current sponsors and corporate partners whilst developing new ones.

- Oversee the development of detailed project plans and project manage the planning and delivery of events, ensuring that plans for on the day logistics are developed in line with marketing plans and the stewardship journey.
- Work closely with and build relationships with suppliers, events companies and agencies, to develop existing events, whilst seeking new business opportunities.
- Build and maintain relationships with Councils, local government, town Mayors and other VIPs and dignitaries in the UK and continental Europe, to ensure delivery of events and commemorative ceremonies.
- Work closely with the Legal and Procurement team to manage tender process for new suppliers.
- Ensure contracts are agreed with suppliers and event organisers, account managing the relationship throughout the contracted period, holding suppliers to account.

This job description reflects the current scope of duties and responsibilities of the role.

The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

General

- To live The Royal British Legion's shared values (Service; Collaboration; Passion; Excellence; Valuing our people) in the way you work and engage with others - the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, enacting Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To uphold the requirements of the General Data Protection Regulations and Data Protection Act 2018.
- To maintain required levels of confidentiality regarding information that you come to possess in the course of your work which is commercially or personally sensitive.
- To be inclusive and equitable in your treatment of any parties you engage with through your duties, upholding RBL's Diversity & Inclusion policy and ensuring that we act as an equal opportunities employer and in accordance with the Equality Act (2010).

Person Specification

Criteria	Essential / Desirable	How to be measured
Qualifications		
Full valid driving license	E	Application/Certificate
GSCE level French or equivalent	D	Application/Certificate
Knowledge & Experience		
Proven experience of developing and managing high profile owned and 3 rd party fundraising events with and without the use of contracted event organisers	E	Application/Interview
Experience of budget management, working to KPI's, reporting and evaluations	E	Application/Interview
Experience of recruiting and managing volunteers	E	Application/Interview
Project management experience	E	Application/Interview
Experience of seeking, securing, and nurturing corporate sponsors/partners	E	Application/Interview
Experience of leading large event delivery teams and line management	E	Application/Interview
Development of existing and new products	E	Application/Interview
Experience of completing Risk Assessments and knowledge of Health & Safety legislation	E	Application/Interview
Conversant with use of CRM database such as CARE in a charity setting	D	Application/Interview
Experience of planning and logistical delivery of large-scale cycling events in the UK and overseas	D	Application/Interview
Experience of working with partners to deliver commemorative ceremonies and events in the UK and overseas	D	Application/Interview
Skills & Attributes		
Strong IT skills – very competent user of MS Office and familiar with in-house database systems	E	Application/Interview
Effective communication skills – written and verbal	E	Application/Interview
The ability to identify and resolve problems	E	Application/Interview
Empathy with mission, objectives and values of the Royal British Legion	E	Application/Interview

During the selection process, we will also use values-based competency assessment to understand your alignment with RBL's values.

Service

We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.

Collaboration

We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.

Passion

We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.

Excellence

We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.

Valuing our People

We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone's contribution.

Offer Terms

Work Pattern

35 hours per week, Monday-Friday, 9am-5pm (May vary depending on work and events planned)

Location

You will be contracted to our London Hub, Haig House. Under our Future Working framework, there will be some flexibility for working remotely/at home, using our collaboration tools to work with colleagues but with a minimum expectation of two days/week connecting directly face-to-face with colleagues at the hub when not travelling in the course of your work.

Compensation

£41,172 to £44,232 (Inclusive of London Supplement)

Employee Benefits

- 28 day's paid holiday per year (plus bank holidays), increasing to 29 days after 2 years and 30 days after 5 years. Plus the ability to buy up to 1 working week of additional leave
- Contributory pension scheme – min 2% employee contribution receives 6% employer contribution up to max of 10% employer contribution matched with 5% employee contribution (until 5 years' service reached, when 14% employer contribution achievable)
- Death-in-service Life Assurance, with a benefit of 3x annual salary
- Employee Assistance Programme
- Season Ticket and Rental Deposit Loan Schemes / Cycle to Work Scheme
- Reward Hub online benefits platform with extensive offers and discounts

Working for RBL

RBL employs c 1,900 people across the country campaigning on behalf of the Armed Forces community, delivering support services to them, leading Remembrance on behalf of the nation, raising funds to support our work and developing and running the organisation and our network of membership branches.

We work collaboratively across our workforce and operate flexible hybrid working practices in our major hub offices, using the latest technology to stay connected with colleagues, members, and beneficiaries. We come together around our common [purpose](#), and our values.

RBL is modernising, and we are ambitious to deliver more for the communities we support. We are becoming a more inclusive, flexible, customer-focused, data-driven, and collaborative organisation. But don't just take our word for it. Read our employee stories [here](#), and about our impact [here](#).

It's therefore an exciting time to be part of both changing the lives of our customers and changing the organisation and its future capacity and capability. This presents considerable opportunities for learning within role, and possibilities for career development...And, of course, the satisfaction that comes with knowing that you are making a real difference to the lives of those who serve/have served our country, to keep us safe and to protect our democratic freedoms and way of life.

Diversity, Equality and Inclusion

We are committed to building a truly inclusive organisation of diverse people and perspectives.

We actively engage in a programme of work to develop our practices and we have set out [our commitments](#) to realise this ambition. We will keep listening, learning, and sharing our progress and impact.

We are Disability Confident employer, signed up to Race Equality Matters and Pride In Veteran standards.

We guarantee an interview to any applicant who declares a disability or/and are part of Armed Forces community on application and whose application demonstrates that they meet the Essential criteria of the role, as set out in the Person Specification.

How to Apply

Your application should be submitted through our jobs site at [Find A Role | Careers | Royal British Legion](#).

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