



## Job Description

<b>Job Title</b>	<b>Digital Events Fundraising Manager</b>
<b>Department:</b>	<b>SBB</b>
<b>Location:</b>	<b>Aylesford</b>
<b>Reporting To:</b>	<b>Assistant Director of Unrestricted Fundraising</b>
<b>Responsible for:</b>	<b>One part-time line management</b>

### **Main Purpose of the Role**

To manage and grow our portfolio of digital events including the award winning Great Tommy Sleep Out.

### **Overview of the Role and Team**

We are looking for a creative and results driven professional with a passion for making a difference to the lives of veterans. You will need to have experience in managing virtual events that not only engage participants but also generate significant unrestricted income for the charity. This role is forefront in developing and delivering mass participation virtual events including the award-winning Great Tommy Sleep Out. The role sits within the community and events team and will line manage one part time administrator role.

### **Your Key Responsibilities**

- Building on the success of RBLI's digital fundraising help to grow RBLI's digital events fundraising programme further developing the established programme for RBLI including the award-winning Great Tommy Sleep out
- Oversee budgets and ensure events are delivered on time and within financial targets.
- Research, identify and develop any new fundraising opportunities which fits into the calendar across a wide range of potential activity.
- Contribute to the strategy for RBLI's digital fundraising programme
- Achieve agreed fundraising targets by creating an engaging programme of digital activities, and identifying potential supporters, attracting them to the cause, maximising their annual fundraising potential, and achieving healthy donor retention.
- Personally manage key supporter relationships as well as put quality stewardship processes in place for the day-to-day management of fundraisers.
- Contribute to the development and success of RBLI's fundraising team.
- Represent RBLI professionally and enthusiastically

### **Working Location**

Aylesford, Kent

### General Responsibilities

- Embrace and live the RBLI values – Integrity, Motivated, People First, Accountable, Community and Teamwork = IMPACT
- Comply with all Health & Safety requirements, including carrying out risk assessments
- Adhere to all RBLI policies and procedures
- Undertake any relevant training and development required for the role
- Undertake any other duties as directed by your Line Manager that reasonably falls within the scope of the role

### Person Specification

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Good standard of education</li><li>• English GCSE minimum</li></ul>	
<b>Skills</b>	<ul style="list-style-type: none"><li>• Creative problem solver</li><li>• Relationship Builder</li><li>• Detail Orientated</li></ul>	<ul style="list-style-type: none"><li>• Experience of using a CRM system</li><li>• Experience of using Mailchimp and/or a similar mailing software.</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>• Management of digital events with a track record of reaching KPI's and delivering exceptional results</li></ul>	<ul style="list-style-type: none"><li>• Charity Sector Experience</li><li>• Management experience</li></ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"><li>• An excellent communicator, with the capability to confidently build and develop positive working relationships</li><li>• Strong Team Player</li></ul>	

Note: This job role requires a completed DBS check before the candidate starts. The level of check required for this role is **BASIC**

**Note:** This job description is a general guide to the above role and is not indicative of all the activities and functions of the jobholder which may vary from time to time according to the needs of the business and as instructed by the nominated Line Manager.