

JOB SUMMARY AND PERSON SPECIFICATION

Job Title: Events Fundraising Manager
Reports to: Senior Events Fundraising Manager
Based at: Remote (with the ability to travel to Downton and National events)

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| Job Purpose | <ul style="list-style-type: none"> • Drive the growth of secure and repeatable income through the development and delivery of the fundraising events (products) portfolio, with specific management of our mass participation events from conception to delivery. |
| Accountabilities | <ul style="list-style-type: none"> • Deliver agreed income targets and grow value of fundraised income through your own managed event portfolio in line with overall fundraising strategy. • Deliver a high standard of participant stewardship and identification and development of new business contacts/opportunities. Ensuring supporter loyalty and retention is optimised. |
| Main Responsibilities | <ul style="list-style-type: none"> • Develop and deliver innovative mass participation event strategies to engage and inspire supporter fundraising to maximise event income. • Demonstrate relationship ownership, provide support and stewardship to a range of audiences including third party providers, event support staff and event participants. • Develop and implement individual event fundraising plans to deliver income targets with a focus on mass participation. • Develop and implement robust project plans for allocated event fundraising portfolio with a focus on participant and income targets. • Develop event budgets and monitor expenditures to ensure events are delivered within budgetary constraints. • Negotiate contracts with vendors and suppliers to secure competitive pricing and favourable terms. • Track expenses and reconcile invoices to maintain accurate financial records. • Develop and maintain effective working relationships with internal teams to ensure event fundraising opportunities are maximised through cross functional working. • Work within legal, compliance & other frameworks including internal processes as directed to ensure safe and legal event fundraising. |



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| | <ul style="list-style-type: none"> • Develop and implement innovative mass participation events that enhance audience participation, income and retention including insights and forecasting. • Develop and drive robust acquisition campaigns in collaboration with the Marketing Team to ensure event participant agreed targets are met. • Develop and drive robust stewardship journeys to deliver on agreed income and participant targets. • Develop and maintain effective working relationships with external agencies to ensure event fundraising opportunities are maximised. • Management of contracts and approvals in line with Contracts Policy. • Oversee all aspects of event execution, including setup, registration, stewardship, program coordination, and breakdown. • Oversee logistical arrangements, including venue selection, transportation, accommodations, catering, and technical requirements. • Develop contingency plans and troubleshoot logistical challenges as they arise. • Coordinate with relevant authorities to obtain permits and licenses as necessary. • Recruit, train, and manage volunteer event delivery staff. • Delegate tasks and responsibilities effectively, ensuring all event delivery staff understand their roles and deadlines. • Serve as the main point of contact for supporters, vendors, and attendees, addressing enquiries and resolving issues in a timely and professional manner. • Ensure compliance with health and safety regulations and emergency procedures. • In addition to these specific tasks, effective communication, problem-solving, and management skills are essential for success in this role. Being able to adapt to changing circumstances, remain organised under pressure, and prioritise tasks according to their importance and urgency will also contribute to the smooth and successful delivery of our fundraising events portfolio. • Flexible to work weekends as required. • Remain agile and adapt to the needs of the team and the Charity. • Additional duties as identified. |
| <p>Essential Knowledge, Skills & Experience</p> | <ul style="list-style-type: none"> • Experience of planning, managing, and delivering events, with a proven record of meeting KPI's. • Experience of planning, managing, and delivering projects, with a proven record of meeting KPI's. • Experience of managing and evaluating a budget, both income and expenditure. • Experience of building and managing long-lasting effective relationships with various stakeholders. |

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| | <ul style="list-style-type: none"> • Ability to work well under pressure and adapt to changing circumstances. • Creative thinking and problem-solving skills. • Management qualities and team-building abilities. • A passion for delivering exceptional event experiences. • Effective communication skills, both written and verbal, across several different communication channels. • Excellent attention to detail. • Confident in time management and efficient prioritisation. • Competent in the use of MS packages and the use of customer relationship management systems. • Full clean, driving license. |
| <p>Desirable Knowledge, Skills & Experience</p> | <ul style="list-style-type: none"> • Experience of working within the charity sector. • Experience in developing new event fundraising products. • Digital and Data Management experience. • Experience in using a variety of marketing channels to reach target audiences and drive event participation. |
| <p>Key Competencies & Behaviours</p> | <ul style="list-style-type: none"> • Well organised with the ability to manage own areas of responsibility. • Respond quickly to changing demands within the sector. • Creative and solution driven in all aspects of work. • Manage and drive work forward with minimal direction. • Ability to build rapport quickly and understand needs and expectations of others. • Positive, empathetic, patient, polite and a friendly manner. • Ability to remain calm under pressure. • Displays the highest levels of integrity, confidentiality, and commitment. • Work within a range of environments and working cultures, adapting personal style accordingly. • Demonstrates self-motivation. <p>• Model our Values.</p> <p>We are:</p> <p>Innovative-Collaborative-Authentic-Resourceful-Energetic</p> |

I have read and understood the Job Description:

PRINT NAME:

SIGNED:



DATE: