

Events and Community Executive, September 2024 – Job Pack

Job title: Community and Events Executive

Department: Fundraising

Reporting to: Community and Events Team Manager

Salary: £41,431 per annum

Hours: 35 per week

Location: Based in our London office (we are open to a range of flexible working options, in line with Crisis' Hybrid-Working Policy)

Contract type: Permanent

Aim and influence

- Help implement and embed the new community fundraising strategy across the team
- Drive the recruitment of individual fundraisers, groups and partnerships and increase income generation from these supporters
- Lead the management of various fundraising activities, spotting new opportunities and working collaboratively to support the delivery of Crisis's strategy.
- Contribute to the future development, investment, and growth of the team

Financial and supervisory responsibility

- No line management responsibility
- Support and supervision of volunteers as required within the office and at events
- Responsibility for overseeing specific project budget lines

Other key details

- Crisis' current homeworking policy requires staff to work from a Skylight or a Crisis Office for at least one day a week or two days per fortnight.
- Some evening and weekend work, including over the Christmas holiday period will be required (time off in lieu will be given in accordance with Crisis' TOIL policy).

Job responsibilities

- Help deliver the teams' existing events and community fundraising products, growing net income and actively seeking new opportunities for expansion
- Manage current community and events fundraising relationships with individual supporters and groups by providing outstanding, tailored stewardship to generate income
- Identify and develop our portfolio of higher-level partnerships and new prospective supporters
- Help deliver and develop a range of Crisis owned and third-party events and activities
- Working with the digital and marketing teams to produce engaging, accessible content and campaigns across web, social, email and paid digital activity to promote fundraising products and activity
- Work with the wider team to ensure a coordinated approach to supporter journeys
- Monitor income and KPIs against agreed budgets and targets, taking action to address any shortfall
- Seek new ways of working with our supporters, in line with the changing market and development of Crisis
- Build strong relationships with a range of stakeholders, securing support for events and projects
- Assist with other team projects as needed, working together to deliver a high quality portfolio of community projects and activities
- Recruit and manage interns and volunteers to assist with projects when needed
- Keep our members at the forefront, seeking ways for them to be involved in projects
- Work closely with the Team Manager to implement the fundraising strategy

General responsibilities

- Actively encourage and support member involvement within Crisis
- Develop an understanding of homelessness and Crisis' aims
- Follow Crisis policies and procedures, including health and safety
- Carry out other reasonable duties that may be required
- Respect and meet professional standards published by the Institute of Fundraising and the Fundraising Standards Board

Person Specification

Essential

- 1 A proven successful track record of planning, delivering and evaluating fundraising products and events to achieve a good return on investment
- 2 A minimum of one year project management experience
- 3 Experience in relationship management and stewardship
- 4 Experience of working with and organising volunteers
- 5 Confident securing support for projects from internal and external stakeholders
- 6 Good financial understanding with ability to budget and forecast income and expenditure
- 7 Excellent copywriting skills, with the ability to tailor content to different audiences
- 8 Planning and project managing multi-channel marketing campaigns, including paid digital
- 9 Ability to work on own initiative and as part of a team, solving problems effectively and identifying new opportunities for Crisis
- 10 High proficiency in use of MS Office (including Word, Excel, & Outlook) and social media
- 11 Ability to work flexibly, prioritising a varied workload to meet set targets
- 12 Good interpersonal skills with the ability to pro-actively develop and maintain working relationships within a small team
- 13 Competent in the use of online databases such as Raiser's Edge
- 14 Knowledge of and ability to comply with fundraising professional standards
- 15 Commitment to Crisis' purpose and values including equality and social inclusion
- 16 Knowledge of and ability to comply with safeguarding procedures
- 17 Commitment to Crisis' purpose and values including equality and social inclusion

Desirable

- 16 Experience of working across a geographically dispersed team

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

Does Crisis use Artificial Intelligence (AI) technology for shortlisting?

Crisis does not use AI technology for shortlisting applications or throughout our recruitment process.

Can I use Artificial Intelligence (AI) technology for my application?

We strongly discourage applicants from using AI technology at any stage of the recruitment process. This is so we can run a fair, transparent process which gives all applicants an equitable chance of success. We want to hear about your own experience and perspectives in your application and if shortlisted, during the interview too.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl

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+ V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.