

	<b>GUILD CARE JOB DESCRIPTION</b>
<b>Job Title</b>	Events and Engagement Fundraiser
<b>Unit</b>	Fundraising
<b>Responsible To</b>	Head of Fundraising
<b>Responsible For</b>	
<b>Salary</b>	
<b>Hours of Work</b>	35

<b>Job Requirements</b>	
<b>Essential</b>	<ul style="list-style-type: none"> <li>• Experience of event management (Special and mass participation events)</li> <li>• At least 2 years event fundraising experience</li> <li>• Proven experience in growing fundraising income through events</li> <li>• Experience of event marketing including digital channels</li> <li>• Knowledge of Raisers Edge or similar CRM</li> <li>• Knowledge of GDPR</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Knowledge of the care sector</li> <li>• Securing sponsorship</li> <li>• Project management or event related qualification</li> <li>• Volunteer management</li> <li>• Donor stewardship</li> </ul>

### **Job Purpose**

To be responsible for leading and developing an innovative and exciting fundraising events programme through developing, promoting, and delivering a range of events that maximise income, drives supporter engagement and raises the profile of the charity within Worthing.

To help support and influence a strategy of growth in fundraising to enable Guild Care to reduce social isolation and social stigma for older people, people living with dementia and people living with learning disabilities in the local community.

### **Main Duties**

- To contribute to the organisational and fundraising strategy, and support in the growth of fundraising as a strategic priority for Guild Care.
- Create an innovative and exciting series of events which appeal to range of potential supporters with a view to generating income and raising the profile of Guild Care and our impact.
- Lead on the creation of investment proposals, feasibility studies and opportunities to grow and enhance events fundraising at Guild Care.
- Evaluate and analyze the performance of events and the events programme to ensure effective ROI for each event, and the overall series.
- Lead, manage and develop an annual programme of special events aimed at building long term highly engaged relationships with individual donors.
- Work collaboratively with the Head of Fundraising to align activities with our wider fundraising goals and design and deliver events appropriate to our target audience and supporters.
- Take responsibility for events performance including recruitment of participants/attendees through effective marketing and promotion.
- Maximize income opportunities through the creation of communications and stewardship plans for event participants.
- Create and manage the events expenditure budget and support the Head of Fundraising with annual budgeting, quarterly forecasting and regular reporting.
- Prepare budgets and advise on feasibility of events, ROI, marketing opportunities and explore feasibility and areas of growth.

- Manage content and delivery of fundraising events where applicable, ensuring compliance with Health and Safety regulations and organisational policy.
- Manage internal databases, email and invited list to potential participants.
- Engage and grow stakeholders relationships to improve events fundraising performance including event participants, prospects, suppliers and internal contacts.
- Work collaboratively with internal stakeholders to ensure that the events fundraising programme helps build awareness and understanding of the issues and challenges faced by people that Guild Care supports, and what Guild Care is doing to address them.
- Generate sponsorship income to fund events through the development of compelling sponsorship proposals and the identification and approach of sponsors.
- Draft and manage all agreements with event partners and suppliers.
- Negotiate and manage all events fundraising related contracts ensuring compliance including Health and Safety.
- Recruit and manage a team of volunteers to help provide support with the event fundraising programme at Guild Care.
- Act as a key external ambassador for Guild Care, helping to raise the profile of the charity and the impact.

## BELIEF Values

Guild Care has adopted the following BELIEF values which underpin everything we do. These values are important to us and are discussed as part of our performance management conversations.

BELIEF Values	
Brave	<ul style="list-style-type: none"> <li>✓ Courageous</li> <li>✓ Passionate</li> <li>✓ Empowered</li> </ul>
Engaging	<ul style="list-style-type: none"> <li>✓ Straightforward</li> <li>✓ Authentic</li> <li>✓ Present</li> </ul>
Loving	<ul style="list-style-type: none"> <li>✓ Genuine</li> <li>✓ Caring</li> <li>✓ Interested</li> </ul>
Integrity	<ul style="list-style-type: none"> <li>✓ Respectful</li> <li>✓ Accountable</li> <li>✓ Trustworthy</li> </ul>
Everyone matters	<ul style="list-style-type: none"> <li>✓ Considerate</li> <li>✓ Attentive</li> <li>✓ Appreciative</li> </ul>
Free to be me	<ul style="list-style-type: none"> <li>✓ Playing to strengths</li> <li>✓ Supportive</li> <li>✓ Vulnerable</li> </ul>

## Health and Safety

As an employee you have a responsibility under the Health and Safety at Work Act 1974 to:

- Take reasonable care of yourself and others at work
- Co-operate with Guild Care to ensure the laws relating to health and safety are not broken
- Report any problems or concerns about health and safety to the manager in the area in which you are working

## Equal Opportunities

Guild Care is committed to anti-discriminatory policies and practices, and it is essential that the post holder is willing to make a positive contribution to their promotion and implementation.

**Confidentiality**

The post holder is required to observe strict and complete confidentiality regarding information obtained during his/her duties.

**Scope of Job Description**

This job description reflects the immediate requirements and responsibilities of the post. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities. Substantial changes will be carried out in consultation with the post holder.

<b>Signature</b>	
<b>Name</b>	
<b>Date</b>	