

BIRMINGHAM WOMEN'S AND CHILDREN'S HOSPITAL CHARITY



JOB DESCRIPTION –EVENTS CO-ORDINATOR

JOB TITLE:	Events Co-ordinator
ACCOUNTABLE TO:	Board of the Charity (reporting to the Head of Events)
SALARY:	£29,990 - £32,324 (Equivalent to NHS Band 5 Point 1-2)
LOCATION:	Hybrid Working - locations at Charity Office, BWC Locations, and at Event Venues across the region. Flexibility to work from home and at other Trust locations may be requested.

Job Summary:

The role of Events Co-ordinator within our Fundraising Team will play a pivotal role in coordinating and executing various events and initiatives to support the Charity's objectives. This position demands meticulous planning, excellent organizational skills, and the ability to manage event logistics effectively.

A key member of the Events Logistics team, the Events Co-ordinator will work closely with the Head of Events and colleagues across the team to support the delivery of both the Events Logistics and wider Fundraising Team strategic plan, including:

- The project management and delivery of a portfolio of annual events including; Abseil/challenge events, 'In Memory' events, Sponsored events, Exhibition Shows, and a range of Supporter/Major Donor cultivation and stewardship events; from concept through to completion – taking overall responsibility for the income and expenditure of each event as well as the overall strategic objectives for these events.
- Supporting senior team members with the delivery of Flagship events such as the annual Dragonboat Festival, 100 Heroes Recognition/Awards event, Changemaker Ball/Gala event, and other charity engagement events, often dealing with complex data insight and team management
- To support both Public Fundraising and Philanthropy & Partnerships Team with the events logistics and marketing elements of each event, as well as providing on-going advice and support in delivering income targets.
- To ensure events are delivered in line with specific delegated expenditure budget, and achieve the key objectives established at outset
- To scope and research potential new event opportunities across the region/UK/Internationally as well as keep abreast of sector trends and opportunities.
- Supports, facilitates and monitors progress of each event and initiates and supports performance improvement
- Regular requirement to develop or create reports, documents, plans and recommendations; Utilising Salesforce database, giving platforms and event registration platforms (needs to be multiple IT systems)

Principle Duties and Responsibilities:

- **Event Planning:** Collaborate with the wider Events Logistics Team as well as relevant staff in Public Fundraising; Philanthropy & Partnerships; and Marcomms Teams to plan, organize, and execute a diverse and often complex range of events including Sponsored Walks and Challenge events such as abseils, Charity Galas, Stewardship and Cultivation events and a range of charity engagement events. Plan and formulate the events calendar in line

with strategic objectives, with the need to be agile and adjust plans or strategies as needed, whilst recommending and formulating long-term, strategic plans, across the whole organisation

- **Events Logistics Management:** Coordinate all logistical aspects of events, including venue booking, transportation, accommodations, catering, equipment, and staffing requirements, liaising and negotiating with external stakeholders to ensure our charitable ROI target is achieved (negotiating is the key word here). Specialist knowledge across range of events policies and procedures including complex event planning, risk assessing and mitigation/emergency planning will be frequently needed across all events within the calendar year
- **Vendor and Supplier Coordination:** Liaise with vendors, suppliers, and sponsors to negotiate contracts, manage deliveries, and ensure timely and cost-effective services for events. Using persuasion and negotiation skills to navigate and suggest the best outcome for the charity
- **Volunteer Management:** Recruit, train, and supervise volunteers, ensuring their roles and responsibilities are clear and well-coordinated during events.
- **Budget Oversight:** Develops, manages and tracks delegated budget for own events with input into the overall budget across the year, to assist the Head of Events with budget planning, cost estimation, ensuring events are executed within the allocated financial parameters.
- **Compliance and Permits:** Ensure compliance with legal, health, and safety obligations, including acquiring necessary permits and licenses for events.
- **Event Evaluation:** Conduct post-event evaluations to assess the success of each event, collect feedback, and implement improvements for future initiatives.
- **MarComms Collaboration:** Collaborate with the marketing and communication team to create promotional materials, advertising campaigns, and social media content to maximize event attendance and support.
- **Sector Insights :** To scope and research potential new event opportunities across the region/UK/Internationally as well as keep abreast of sector trends and opportunities.
- **Team Participation:** Attend wider fundraising team meetings and other cross departmental meetings as required to represent the Fundraising Team.
- **Freedom to Act:** Able to work autonomously within set parameters and with set protocols to follow. They need to work independently with managerial support when needed, but with autonomy to manage and arrange their own portfolio of events.
- **Representing the Organisation:** To represent the charity at events in a professional and presentable manner at all times; ensuring branding guidelines are followed and a friendly and approachable manner is adopted.
- **Personal Attributes:** Passionate about the Charity; Proactive, resourceful, and able to solve problems independently. An excellent team player with strong interpersonal skills who is adaptable and open to learning and implementing new strategies.

Communication & Stakeholder Responsibilities:

The Events Co-ordinator will work with a variety of stakeholders and members of the Public across a range of events and activities. Examples include:

Fundraising Supporters/Members of the Public: interact positively both at events, and also in advance/post event (via email communications) with a variety of fundraising supporters and members of the Public with differing experiences of the Hospital and Charity and different motivations for support. This may very occasionally include interactions with 'difficult people & situations' where quick thinking and empathetic communications will be required (see below)

External contacts and Networks: work directly with event suppliers/partners/providers as well as leading contacts and networks across the City including Council, Local Businesses and Organisations and other local VIPs and stakeholders, if directed/supported by the Head of Events

Fundraising Team: work closely with the Head of Events, and wider Events Logistics Team to develop and deliver operational plans; collaborate with stakeholders in the wider team to ensure activity is connected and fully maximised; and support the wider team as required.

VIPs, Celebrities and Major Donors: interact professionally with these groups representing the Charity to the highest standard, and support senior members of the team in initiating and building these important relationships.

At Events: Being responsible for working with and line-managing the wider Fundraising/Charity Team and volunteers at the specific events organised by the Event Co-ordinator.

Dealing with Difficult People & Situations: be able to effectively communicate with a variety of different personalities, from a variety of backgrounds and with differing motivations for support. In some cases this may involve sensitive situations, and importantly the post holder will need to know when and how to pass/escalate the relationship over to a more senior member of the team. This can include interactions with patients and their families experiencing loss or at sensitive times; donors who do not exhibit Charity or Trust values; and members of the general public who may behave unpredictably at an event.

Information Resources – Post holder is responsible for keeping up to date records on the Charity database of all communications and interactions, as well as creating & running reports for evaluation and opportunity identification purposes.

Other:

- Keep up to date with current Hospital activities and developments as well as developments and initiatives within the NHS, children's health and charity sectors in order to identify suitable new opportunities.
- Undertake any other duties as may be reasonably requested by more senior staff and senior representatives from other functions within the organisation.
- Highest standard of honesty and personal integrity must be observed at all times.
- Potential future line management of Intern or Events Assistant role as needed/team expands and evolves.
- Responsible for delivery of detailed event briefings and line-management of the wider Fundraising/Charity Team and volunteers at the specific events organised by the Event Co-ordinator.

Development:

Other tasks, commensurate with the seniority of the post, will be allocated over the duration of the contract of employment dependent on the needs of the Charity and the development of the post holder. The post holder will seek to actively develop the Charity in response to the continually changing environment in which it operates and to take advantage of developments in best practice, new technology, and other opportunities that present themselves.

Health and Safety:

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974) and the Manual Handling Operations Regulations (1992). This ensures that the agreed safety procedures are carried out to maintain a safe environment for staff and visitors to the Charity.

Equal Opportunities:

The Charity has a clear commitment to equal opportunities and has in place an equal opportunities policy which provides for equality of opportunity in all aspects of employment and Charity services and avoids unlawful discrimination. It is the duty of every employee to comply with the letter and the spirit of the Charity's policy.

Conflicts of Interest:

The post holder will at no time use or abuse their position for personal gain or to benefit their family, friends or other private interests. Any interest, direct or indirect, with contracts involving the Charity must be declared and any private profit repaid to the Charity.

PERSON SPECIFICATION

QUALIFICATIONS	ESSENTIAL OR DESIREABLE	METHOD OF ASSESSMENT (A/I/T)
Evidence of high-levels of numeracy and literacy and good general level of education	Essential	Application/Interview/Test
Degree qualification, in relevant business-related subject, or equivalent experience to degree level	Desirable	Application
Externally accredited qualification such as Chartered Institute of Fundraising qualification or similar level qualification in fundraising or project/event management	Desirable	Application
Events or Project Management specific training or equivalent experience	Essential	Application
Driving License	Desirable	Application

KNOWLEDGE & NATURE OF EXPERIENCE	ESSENTIAL OR DESIREABLE	METHOD OF ASSESSMENT (A/I/T)
A proven track record of working within Fundraising events or the wider events sector, and meeting or exceeding fundraising income targets via events	Essential	Application/Interview
Ability to organise/project manage multiple events at one time, ensuring that all key deliverables and objectives for each are achieved	Essential	Application/Interview
Knowledge of charity event trends and market insights	Desirable	Application/Interview
Knowledge of GDPR/data protection laws	Desirable	Application/Interview
Experience of fundraising within a complex organisation e.g. NHS, university etc.	Desirable	Application/Interview
Proven experience of meeting or exceeding fundraising income targets	Essential	Application/Interview
Experience of fundraising for medical/health related projects.	Desirable	Application/Interview

ANALYTICAL AND JUDGEMENT SKILLS	ESSENTIAL OR DESIREABLE	METHOD OF ASSESSMENT (A/I/T)
Ability to establish operational priorities and develop clear, efficient and logical event plans to achieve goals; and ability to simultaneously manage a wide range of events for different stakeholders	Essential	Application/Interview
Experience of budgetary and KPI management	Essential	Application/Interview
Ability to plan and manage workloads of self and team to achieve goals	Essential	Application/Interview

PROFESSIONAL / MANAGERIAL / SPECIALIST KNOWLEDGE	ESSENTIAL OR DESIREABLE	METHOD OF ASSESSMENT (A/I/T)
Evidence of strong people engagement and motivation skills and communication with a wide variety of audiences.	Essential	Application/Interview
Evidence of a performance driven approach e.g. works to achieve KPIs, objectives and income targets	Desirable	Application/Interview
Mentoring skills to provide advice and guidance to more junior members of the team.	Desirable	Application/Interview

PERSONAL SKILLS / ABILITIES AND ATTRIBUTES	ESSENTIAL OR DESIREABLE	METHOD OF ASSESSMENT (A/I/T)
Self-motivated and self-directing; strong time management skills; strong attention to detail; flexible; and honest, with a high degree of personal integrity.	Essential	Application/Interview
Proactive, resourceful, and able to solve problems independently. An excellent team player with strong interpersonal skills who is adaptable and open to learning and implementing new strategies	Essential	Application/Interview
High emotional intelligence and exceptional interpersonal skills: a 'people person'. Be able to empathise with people's stated needs and emotional drivers.	Desirable	Application/Interview

OTHER REQUIREMENTS	ESSENTIAL OR DESIREABLE	METHOD OF ASSESSMENT (A/I/T)
N/A		