

Job Description: Events & Community Fundraising Manager (Maternity Cover)

About The Connection at St Martin's

When you work for The Connection, you're part of a life-changing team. We help people sleeping rough in the heart of London. It can be a long journey off the streets, and it's not an easy path. We get to know every individual, so our approach can be tailored to what they need. We don't do one size fits all, and we don't give up when things get tough.

Working here means being open-minded, resilient and pragmatic. It means being willing to go the extra mile and stick with people through thick and thin. It means being part of a team who really care about the individuals we support, and who are creative about finding better ways to help them.

Together with our donors, volunteers and partners, we are a supportive and vibrant community who are determined to make a real difference. We believe that no one should have to sleep rough on London's streets, and that everyone should get the support they need to find a place to call home.

We put relationships at the heart of everything we do with our clients and as a result of that, we know how important it is that we have a staff and volunteer team who can reflect this in their work. Our people are a huge asset to us and we want to do the best job we can within the resources available to us. Therefore our Head of People and Culture is an absolutely key role in ensuring our Connection Way of Working is fully embedded in our organisation.

Join The Connection and be part of our dynamic and supportive team.

About the role

The Events & Community Fundraising Manager is an integral part of our ambitious and forward-thinking Fundraising & Communications team.

This postholder will deliver The Connection at St Martin's Events and Community Fundraising activity. They will line manage the Events Assistant, with a particular focus on their work on our annual Pilgrimage event. This is currently on a one year secondment basis and will be reviewed again at the end of the financial year (March 2025). They will work in conjunction with the Director of Fundraising & Communications to develop and implement an action plan for these important functions.

This role will develop, manage and grow an enthusiastic and motivated team of challenge event participants, pioneer our involvement in the collaborative London Walk event, lead on our Special Events programme, and identify new opportunities and networks for our Community Fundraising remit.

This role requires someone with a strong track record in Events and Community Fundraising, with a solutions-focused mindset. They will need experience in translating sector best practice into action, and to be excited at the prospect of innovating and pursuing new Events and Community Fundraising opportunities for the organisation.

Responsible to:	Director of Fundraising & Communications
Responsible for:	Line Management responsibilities to the Events Assistant 1* ongoing volunteer Other volunteers as agreed with the Director of Fundraising & Communications

Liaison with:	The Friends of the Connection St Martin's Charity The London Homeless Collective
Job Purpose:	<ul style="list-style-type: none"> • Oversee The Connection at St Martin's Challenge Events income stream, developing and leading on the delivery of an action plan to improve existing activities, and assess and implement growth opportunities • Manage The Connection's Special Events programme, developing and implementing growth opportunities for future years. • Line manage the Events Assistant. Currently on a year's secondment basis, to be reviewed at the end of the financial year. • Oversee The Connection at St Martin's Community Fundraising income stream, developing and leading on the delivery of an action plan to improve existing activities, and assess and implement growth opportunities. • Ensure compliance with regulation and best practice standards in the fields of Event Management and Community Fundraising • To support partner charities St Martins' Charity and the Friends of The Connection with their Events & Community Fundraising activities, working closely with them to maximise funds & exposure for these projects. • Work in support of the wider Fundraising & Communications Team as required
Salary	Scale Points 26-30, £38,917 - £42,306
Contract:	Full Time, Maternity cover until June 2025

Responsibilities

1) Oversee The Connection's Challenge Events income stream, developing and leading on the delivery of an action plan to improve existing activities, and assess and implement growth opportunities

- Develop and implement annual action plans to take forwards the fundraising events work of the organisation
- Lead on The Connection's participation in The London Walk, a pan-London mass-participation event run by the London Homeless Collective, and in which we play an integral role
- Lead and develop The Connection at St Martin's existing programme of challenge events, selecting suitable challenge activities for our current and prospective supporter base.
- Manage associated cheer points and receptions.
- Oversee a London Marathon reception, establishing and managing relationships with and selling places to other participating charities.
- Work closely with the Communications Manager, Digital Marketing Assistant and Partnerships Manager to develop a strategic and engaging marketing plan for our Challenge Events
- Develop engaging and inspiring supporter journeys for our current and prospective Challenge Event Participants
- Recruit and manage volunteers with lived experience of homelessness, and other volunteers to support events as needed.

- 2) **Manage The Connection's Special Events programme, developing and implementing growth opportunities for future years.**
 - Manage and deliver a quiz night – overseeing content creation, working with the Partnerships Manager to sell tables, exploring and implementing fundraising mechanisms, development of any print materials, managing the event on the night.

- 3) **Line manage the Events Assistant. Currently on a year's secondment basis, to be reviewed at the end of the financial year.**
 - To line manage the Events Assistant.
 - To support the Events & Community Manager with admin tasks
 - To support the Events & Community Manager with the development of Christmas engagement and activities
 - With a particular focus on our annual four-day Pilgrimage to Canterbury, ensuring that H&S and best practice guidelines are followed, and working to maximise fundraised income, participant and volunteer experience.

- 4) **Oversee The Connection at St Martin's Community Fundraising income stream, developing and leading on the delivery of an action plan to improve existing activities, and assess and implement growth opportunities.**
 - To take the leading role on CSTM's Community Fundraising; generating income by managing and developing Community Fundraising activities including but not limited to managing bucket collections, developing networks and nurturing support from community groups (including faith groups, schools, universities and local social clubs)
 - Investigate opportunities to develop and implement a Community Fundraising product or event.
 - Research sector successes and best practice around Community Fundraising on an ongoing basis, ensuring current knowledge of available mechanisms and activities and their corresponding strengths and weaknesses.
 - Developing and implementing annual action plans to take the Community Fundraising work of the organisation forwards.

- 5) **Ensure compliance with regulation and best practice standards in the fields of Event Management and Community Fundraising**
 - Adhere to the Fundraising Regulator's Code of Fundraising Practice, Charity Law, Health & Safety Law, the General Data Protection Act and other relevant legislative requirements
 - Maintain an up-to-date knowledge of any changes in law or best practice guidance which affect Events or Community Fundraising, updating our policies and procedures accordingly.

- 6) **To support partner charities St Martins' Charity and the Friends of The Connection with their Events & Community Fundraising activities as appropriate, working closely with them to maximise funds & exposure for these projects.**
 - Provide guidance and experience to The Friends to enable them to develop an effective Events & Community Fundraising strategy that complements our own.
 - Work with the Head of Supporter Involvement to provide The Friends of the Connection with regular updates on activities at The Connection at St Martin's, to ensure that they are fully aware of all relevant changes, actions and occurrences.
 - Work with St Martin's Charity to collaborate on their fundraising events as needed.
 - Work collaboratively with St Martin's Charity to identify Community Fundraising opportunities during their Christmas Appeal period (throughout December) and, where appropriate, deliver these activities in partnership.

7) Work in support of the wider Fundraising & Communications Team as required

- Work cross-team to provide excellent stewardship for our supporters
- Act as a supportive and collaborative colleague, working in conjunction with others as and when necessary, providing occasional capacity to other areas in moments of pressure.
- Attend 1:1 meetings, team meetings and other meetings as required
- Incorporate organisational values, such as collaborative and inclusive, into all areas of work. This includes but is not limited to the co-production of activities with clients wherever practicable
- Undertake any other duties that may be reasonably required

The above list of job duties is not exclusive or exhaustive and may be subject to change. The post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post.

Person Specification

Knowledge and Experience
A successful track record in innovating, developing and managing a variety of fundraising events from scratch
Very strong experience in building relationships with and establishing supporter journeys for Challenge Event participants
Experience in the acquisition of Challenge Event participants
Strong experience in managing relationships with Community Fundraising supporters
Experience of developing and implementing ambitious action plans
Experience in developing appealing and user-friendly fundraising packs for supporters
Experience of raising a minimum of £100,000 from Fundraising Events
Experience of working with partner organisations towards a common goal
Skills and Attributes
The ability to identify and mitigate risks associated with Events and Community Fundraising.
Very strong written communication skills, including the ability to communicate with a range of audiences and present information in an engaging way
Extremely well-organised, and confident in planning and executing complex activities.
A solutions-focussed outlook
Extremely strong attention to detail
The ability to work pragmatically and constructively with partner organisations
The ability to work independently using own initiative, taking responsibility for own performance standards and working requirements.
The ability to manage time and prioritise workload effectively
The ability and willingness to work flexible hours on occasion and be able to attend all key Connection events
The ability to participate in CSTM's common systems, policies, procedures and written materials.
The ability to demonstrate imagination, initiative and flexibility in problem solving in an environment of change