



MEDECINS SANS FRONTIERES/DOCTORS WITHOUT BORDERS (MSF) UK

APPLICATION INFORMATION PACK

JOB TITLE:	Events Manager
DEPARTMENT:	Communications
HOURS:	Full time, 37.5 hours per week – Mon-Fri
LENGTH OF CONTRACT:	Permanent
LOCATION:	London – hybrid, minimum 2 days per week London Office (including Wednesdays and Thursdays)
REPORTS TO (JOB TITLE):	Head of Public Engagement and Mobilisation
SALARY:	<p>Salary: £46,784.49 per annum - £57,181.04 per annum</p> <p>Internal salary grade: 15</p> <p><i>Salary is offered in line with our pay framework and typically starts at the entry point of the band. Salary increases are considered annually and are subject to our appraisal and performance review process.</i></p>
BENEFITS:	<p>28 days' annual holiday entitlement (pro rata for part time staff) plus Public/ Bank Holidays.</p> <p>MSF UK currently provides an employer pension contribution of 10% of salary after 3 months continuous employment.</p> <p>Access to independent, free and confidential 24/7 advice on a range of issues, including personal relationships, mental health, bereavement, finances, childcare or work-related issues.</p> <p>Cycle Scheme or Bike Loans available.</p> <p>Group Life insurance currently set at a minimum of 4x basic salary.</p>
<u>JOB PURPOSE</u>	
<p>The Events Manager will lead the strategic planning, delivery and evaluation of diverse portfolio of impactful, high-profile events designed to inspire, engage and mobilise current supporters and recruit new ones. The post-holder will ensure that events align with MSF UK's mission and values, while maximising engagement, awareness and return on investment. They will play a pivotal role in fostering relationships with key stakeholders and driving MSF UK's supporter engagement strategies forward. They will collaborate across departments, manage budgets and provide actionable insights to continuously improve MSF UK's public engagement efforts.</p>	

DIMENSIONS

The post-holder will run a varied range of events, including information, panel and storytelling events, conferences, film screenings, exhibitions and public awareness activities. They will engage with a wide range of stakeholders, including supporters, MSF internationally mobile staff and MSF association members. They will work closely with other teams across MSF UK, including the Fundraising department, Advocacy team, Governance & Association Unit and the medical/Manson Unit, to ensure events are integrated into MSF UK's broader strategies. They will evaluate event success using key performance indicators (KPIs) and provide actionable insights for continuous improvement.

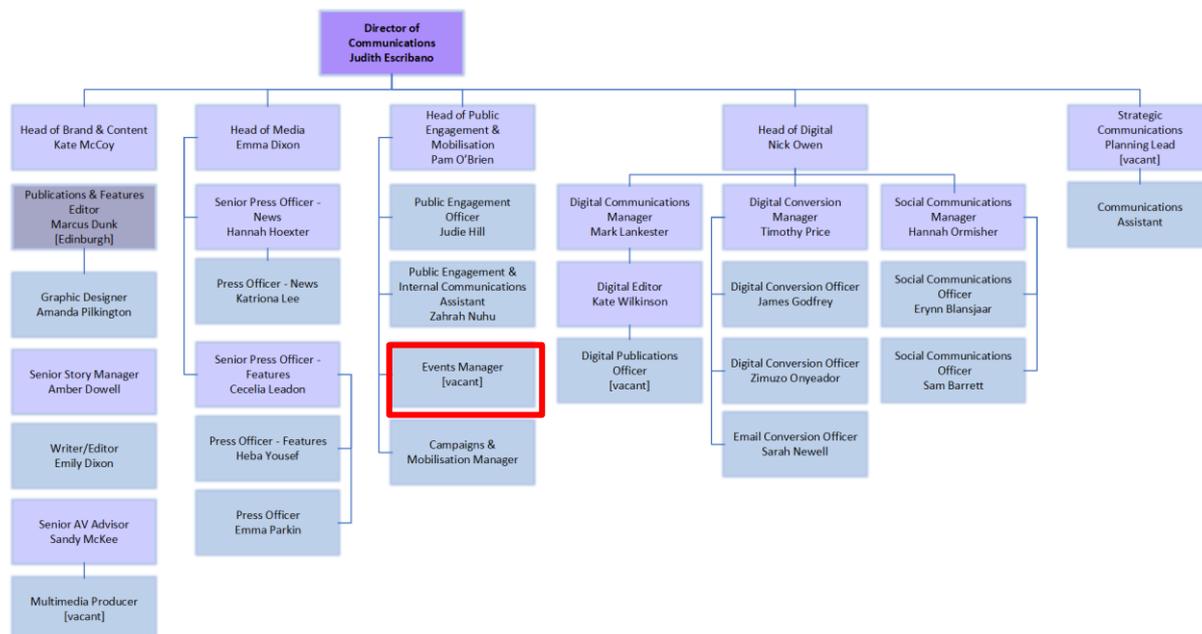
They will operate under the direction of the Head of Public Engagement & Mobilisation, but will also be expected to lead the delivery and evaluation of events. They will manage a budget and will work with the Public Engagement Officer and Public Engagement & Internal Comms Assistant to deliver the events.

Please note that we are undertaking a review of the structure of the team and the new post-holder may also be responsible for managing a staff member in future.

ORGANISATIONAL STRUCTURE

MSF is an international humanitarian organisation providing medical care in more than 70 countries. Since 1971, we have been treating people caught in complex crises and chronic healthcare emergencies around the world. From our paediatric nurses to our off-road drivers, we are experts at working in fast-moving and highly insecure environments. So, whether it's launching a rapid response or delivering community care, we go wherever we are needed most.

The Communications Department consists of five teams: the Brand & Content team, the Digital team, the Media team, the Public Engagement & Mobilisation (PEM) team and a new Strategic Comms & Planning team.



CONTEXT

The Public Engagement & Mobilisation (PEM) team's function is to inspire, engage and mobilise supporters and potential supporters through a strategic programme of activities that build awareness, participation and mobilisation across diverse audiences – including young people.

The Events Manager is a key member of the team, involved in both overseeing the delivery of events and activities devised by the PEM team and in running events in collaboration with other teams

across the organisation. The Events Manager will also work on extending MSF's public events offering in order to acquire new supporters and work closely with the Campaigns and Mobilisation Manager and the Face-to-Face Fundraising teams, among others.

ACCOUNTABILITIES

1. Event planning

- Develop, plan and deliver a varied portfolio of events tailored to different audiences and ensure all events are aligned with MSF's values, brand guidelines, and strategic priorities.

2. Event marketing

- Collaborate with Digital and Brand & Content teams to align event branding, messaging and promotional materials with broader organisational branding.
- Use events to increase brand awareness and encourage other action, such as donating or taking mobilisation actions.

3. Event delivery

- Oversee the end-to-end management and delivery of events, including logistics, venue sourcing, supplier management, risk assessments and on-the-day coordination.
- Create engaging and memorable event formats that resonate with supporters and potential supporters.

KEY PERFORMANCE INDICATORS

- Be responsible for the execution of several MSF UK events per year – some owned by the PEM team and some in support of other teams across the organisation including Individual Giving, Governance and Association, Manson Unit (supporting on Sci Day), Face to Face Fundraising, HAARP and Philanthropy.
- Trial new types of events to experiment with format and bring in new audiences, insuring inclusivity and accessibility.
- Support fellow PEM team members with the events they run, including on-the-day support.
- Consistency of event branding with overall brand and marketing strategy
- Leads generated from event marketing campaigns.
- Increase in brand awareness metrics post-event (e.g., social media engagement, website traffic).
- Successful delivery of events within agreed budgets and timelines.
- High attendee satisfaction, measured through post-event surveys and feedback.

- Ensure events are delivered on time, within scope, and on budget.

4. Stakeholder engagement

- Build and nurture relationships with stakeholders including donors, supporters, suppliers, and international MSF staff.
- Act as a primary point of contact for event speakers, attendees and suppliers.
- Work with MSF internationally mobile staff to incorporate their experiences and stories into events.
- Work with the Face-to-Face (F2F) Fundraising team to ensure public engagement & mobilisation activity is integrated into their programme of work and broader organisational strategies.
- Represent MSF at events, acting as a spokesperson and ambassador to inspire and engage audiences and network with key stakeholders and prospects.

5. Performance analysis and reporting

- Define and track key performance indicators (KPIs) to evaluate the success of events, including attendee satisfaction, engagement levels, and fundraising outcomes.
- Produce detailed post-event reports with actionable insights and recommendations for improvement to inform future event planning and strategy.

6. Leadership and team development

- Provide leadership and guidance to team members, fostering a collaborative and high-performing team culture.
- Manage events budgets
- Contribute to the ongoing review and development of the Public Engagement & Mobilisation team structure, with potential for future managerial responsibilities.

- Positive feedback from key stakeholders, including donors and partners.

- Increased engagement, retention of supporters and donors through event participation.
- Strong relationships with suppliers and partners, resulting in high-quality event delivery.
- Positive feedback from stakeholders on their event experience.
- Plan joint activity with F2F teams and ensure public engagement and mobilisation asks are integrated into their messaging.
- Build MSF brand awareness through public speaking and networking at events.

- Evidence of continuous improvement in event delivery and attendee satisfaction.
- Timely submission of post-event reports with actionable insights and achievement of fundraising and engagement targets linked to events.

- Guide and support team members on the running of projects and events.
- When managing budgets, ensure effective allocation of resources and adherence to financial controls.

CHALLENGE & CREATIVITY / DECISION-MAKING

The Events Manager will face several key challenges and decision-making responsibilities in this role. These include:

1. Balancing competing priorities:
 - Managing multiple events simultaneously, each with distinct objectives, timelines, and stakeholder requirements.
 - Prioritising tasks and resources to ensure all events are delivered to a high standard without compromising quality or deadlines.
2. Problem-solving under pressure:
 - Responding to unforeseen challenges, such as last-minute changes in venue, supplier issues, or logistical disruptions, while maintaining the integrity of the event and minimising impact on attendees.
 - Making quick, informed decisions to resolve issues effectively and ensure the smooth running of events.
3. Engaging diverse audiences:
 - Designing events that appeal to a wide variety of stakeholders
 - Balancing the need for creative, engaging formats with the practicalities of budget constraints and logistical feasibility.
4. Maximising impact within budget:
 - Ensuring events deliver maximum engagement and fundraising outcomes while working within tight financial constraints.
 - Identifying opportunities for cost savings or value maximisation without compromising the quality or objectives of the event.
5. Driving innovation:
 - Introducing new event formats, technologies, or approaches to keep MSF UK's events fresh, engaging, and impactful.
 - Navigating organisational risk when trialling new ideas or approaches, ensuring alignment with MSF's values and mission.

KNOWLEDGE, SKILLS & EXPERIENCE

Knowledge:

- Strong understanding of event management principles, including logistics, planning and execution.
- Knowledge of audience engagement strategies and how to tailor events to different demographics.
- Familiarity with fundraising principles and techniques, particularly in the charity sector.
- Awareness of MSF's mission, values, and work, or a strong interest in humanitarian issues.
- Knowledge of campaigning and mobilisation events and public stunts in order to encourage people to take action.

Skills:

- Strategic thinking: Ability to align event strategies with organisational goals and drive measurable outcomes.
- Exceptional project management skills, with the ability to manage multiple events simultaneously, ensuring timely and high-quality delivery.
- Excellent communication and interpersonal skills, with the ability to engage, inspire and build relationships with diverse audiences and stakeholders.
- Strong organisational skills and attention to detail to ensure the smooth delivery of events.
- Creative thinking and problem-solving skills, with the ability to adapt to challenges and changing circumstances.
- Capacity to develop new event formats and approaches to engage and inspire supporters.

- Budget management skills, including the ability to forecast, track, and report on expenditure.
- Excellent writing, editing and proofreading skills.
- Proficiency in evaluating event performance using KPIs and leveraging insights for continuous improvement.

Experience:

- Proven track record of delivering a variety of high-quality events, including large-scale and high-profile events.
- Experience managing external suppliers, such as venues, caterers, and AV providers.
- Demonstrable success in building and maintaining relationships with stakeholders.
- Demonstrated ability to evaluate event performance and implement improvements based on feedback and data.
- Experience working within a charity or humanitarian organisation (desirable but not essential).
- Experience in forecasting, tracking, and reporting on budgets to ensure financial accountability.
- Experience in the practical use of personal IT equipment and Microsoft Office 365 suite.
- The ability to effectively collaborate and communicate within a hybrid working environment utilising Teams, SharePoint, One Drive and Yammer.
- Line management experience is a plus.

COMPETENCIES

Respect:

- Invites team members and colleagues from other departments to provide input on topics of discussion and considers their contribution and experience.
- Participates in and involves the team in the discussion and decision-making process that may affect all team members before the final decision is made.
- Values colleagues as human beings, demonstrated through equal respect for staff and beneficiaries.

Integrity:

- Acts by example, modelling the behaviour expected from team members.
- Seeks out and offers each team member an equal opportunity and tools to succeed.
- Works to achieve cohesion and a spirit of cooperation in the team.

Humanity:

- Strives to learn and get to know more about each team member in order to better understand their needs, potential and ascertain ways to better support and work with them.
- Shows interest and empathy through active listening. Is approachable: listens actively, observes and acknowledges what they hear.
- Removes obstacles that may hinder potential improvements and ways of working in the team, i.e. need to expand and try new things.

Accountability:

- Admits mistakes, misjudgements or errors and immediately informs others when unable to meet a commitment and seeks support to do this if needed.
- Strives for efficiency in every aspect of their work.
- Demonstrates willingness, ability and readiness to change attitudes and behaviours to achieve agreed outcomes and works with team members to ensure these are reached.

Empowerment:

- Instils acceptance and optimism in the team.
- Allows time and space for people to open up, take appropriate risks, leading to a sharing of knowledge and open communication.
- Ensures that team and individual objectives are well-defined, shared and acknowledged by the organisation.

Collaboration: Collaboration is at the centre of all we do. Must be a team player.

HOW TO APPLY

Please apply on our website by submitting a copy of your **CV** together with a **letter of motivation (please upload as one document)** by the closing date.

Incomplete applications will not be considered.

We encourage early applications as we reserve the right to close applications before the advertised closing date, or if a suitable candidate is found.

Application checklist

Please check that you have included the following in your application:

- An up-to-date CV.
- Letter of Motivation, which is a supporting statement demonstrating how you meet the key requirements of the role.
- Please note that as part of the application process, you will be required to complete two competency-based questions. Each response must not exceed 500 words.

Recruitment timetable:

- **Closing date for applications: Monday 23 March 2026, 11:59pm (GMT)**
- **First round interviews: w/c 30 March 2026**
- **Second round interviews: If shortlisted for a second round interview, it is likely to take place in the week commencing 13 April 2026**
- **Projected start date: As soon as possible**

ADDITIONAL INFORMATION

Accessibility

We are committed to removing barriers for people with specific accessibility needs. If you need an adjustment to the recruitment process to be considered for the role, please let us know by contacting recruitment.UK@london.msf.org

Examples of adjustments we can make:

- offering you an alternative if you are unable to use our online application system
- providing necessary information, such as the job description or assessment materials, in an alternate format
- allowing you to have someone with you during an interview for example, a Sign Language interpreter.

Diversity, Equity and Inclusion

We are a welcoming, diverse, and inclusive organisation. MSF UK thrives when everyone feels comfortable bringing their best self to work. We celebrate difference, whilst striving to create an environment where colleagues feel respected and valued for their unique potential. We are committed to our values on equity, diversity, and inclusion. Please read our [Equality & Diversity policy](#) for more information.

MSF UK is an equal opportunities employer. We are committed to diversity and creating an inclusive environment for all employees. We encourage applications from all sections of our diverse community.

Safeguarding

MSF UK/IE is dedicated to safeguarding everyone who comes into contact with the organisation, for whatever reason and however brief. All posts are subject to safer recruitment process which include robust reference requests, scrutiny of employment history and where applicable criminal record and barring checks.

Our safeguarding commitment is underpinned by policies and procedures which encourage and promote safe working practice across the organisation. On joining MSF UK/IE you will be required to attend safeguarding training to ensure responsibility for and maintaining safe working practice and to safeguard our teams, beneficiaries, and communities.

Right to work in the UK

Candidates must have the right to work in the UK. Please [click here](#) to check whether you have the right to work in the UK. If you would like to discuss your right to work status further, please contact recruitment.UK@london.msf.org.

For questions, issues or further information, please contact Recruitment.UK@london.msf.org.

We look forward to receiving your application!