

Job description

Our charity

We're Breast Cancer Now, the research and support charity. We're the place to turn to for anything and everything to do with breast cancer. However you're experiencing breast cancer, we're here.

The brightest minds in breast cancer research are here. Making life-saving research happen in labs across the UK and Ireland.

Support services, trustworthy breast cancer information and specialist nurses are here. Ready to support you, whenever you need it.

Dedicated campaigners are here. Fighting for the best possible treatment, services and care, for anyone affected by breast cancer.

Why? Because we believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well. But to create that future, we need to act now.

Job title	Events manager, third party
Directorate	Fundraising, communications and engagement
Team	Community and events
Job title of reporting manager	Senior events manager, third party
Job title(s) of direct reports	Events officer Events executive
Document created (Month and Year)	April 2024

Overview of directorate

The fundraising, communications, and engagement directorate at Breast Cancer Now is responsible for communicating, engaging, and fundraising to our key audiences across a range of channels; from people living with or beyond breast cancer and their loved ones, to supporters, corporate partners, policy makers and healthcare professionals. We create and deliver high-quality, engaging information and communications about breast cancer, the impact our work has and ways to engage with Breast Cancer Now. We're led by the voices of people affected by breast cancer and involve them and champion their views and needs across a range of communications and platforms.

We're working hard to build our brand to build awareness, trust, loyalty, passion, and affinity with people affected by breast cancer and to be here for everyone who needs us.

We're responsible for delivering c£40 million gross income annually through our fundraising. We fundraise through a broad portfolio of fundraising products, partnerships, and relationships, all with the aim of delivering sustainable income and valued relationships for supporters and for Breast Cancer Now for the long term. We work collaboratively across the charity to develop fundraising which shows the impact our supporters have and the change we want to see in breast cancer.

All our work, and our focus is to be here for anyone affected by breast cancer, with support for today and hope for the future.

Our directorate includes teams across:

- Brand, marketing, and communications
- Digital
- Press, PR and celebrity
- Individual engagement and supporter operations (incl. supporter experience)
- Community and events
- Corporate partnerships
- Philanthropy and special events

Job purpose

To deliver a high value range of events on behalf of the organisation, maximising net income through innovative stewardship and strong budget management to maintain engagement and retention of supporters.

To support the creation and delivery of the events strategy, developing a varied and impactful portfolio which positions Breast Cancer Now as the go-to charity for events.

Key tasks and duties

Event management

- To manage and deliver a portfolio of events and at least one core product within the portfolio – leading on all aspects of delivery, creating a diverse and impactful offering which places the organisation as the sector leader in event experience and supporter care.
- To lead the team in supporting on your portfolio, delegating work and tasks accordingly, whilst maintaining oversight of the full project.
- To explore and develop new opportunities, working with the senior events manager - third party and head of events to roll out new events and ways of working as well as analysing the performance of existing products.

Marketing

- To work with the community and events marketing manager to convert enquires and grow numbers of event participants via a variety of channels (e.g. email marketing, digital advertising, social media promotion).

- To work with the community and events marketing manager to monitor and report on the most effective channels to ensure investment is maximised.
- To work with the press, PR and celebrity team to generate engaging and impactful case studies for use in the media and online.

Supporter care

- To devise and implement participant supporter journeys to ensure all supporters receive excellent supporter care and development to help them maximise the amount they can raise.
- To ensure the *on the day* experience for all participants are innovative and engaging, enabling staff to build relationships with supporters both in the lead up to and on event day.
- To devise and implement post event stewardship journeys to retain participants, inspire them to get their friends and family involved and cross sell support.

Strategy and planning

- To implement the events strategy to meet and exceed net income budget.
- To monitor the team's performance and management reports on a monthly, quarterly and annual basis, highlighting variances to the senior events manager – third party and head of events and making recommendations for corrective action where appropriate.
- Alongside the senior events manager, third party and head of events, review the performance of the events portfolio and input ideas for growing or dropping events or testing new ones.

Finance

- To lead on the creation of all budgets for events within your remit and to oversee the development of budgets with and on behalf of your direct reports.
- To work with the senior events manager, third party and head of events to roll out the budget across the team and take a lead on all year end activities and ensure records remain accurate.
- To champion cost effective event management across the team, maximising ROI whilst ensuring that participant is not compromised.
- To implement and champion a series of EWI and KPI documents, maintaining detailed records of performance and trends.

Sponsorship and third parties

- To work alongside the senior events manager, third party to help scope out Charity of the Year opportunities across the sector, work on the application process and champion the opportunity across the organisation to galvanise support and internal investment.
- To manage relationships with and the work of external suppliers working on events to ensure they are delivering to budget and performance standards.
- To liaise with third party event organisers to recruit participants and promote Breast Cancer Now.
- To oversee the securing of gifts in kind for events across the year, managing approaches and making recommendations where appropriate.

Compliance

- To ensure events fundraising is carried out safely and legally and complies with fundraising regulations
- To lead on the creation of crisis communications in tandem with the pr team, securing sign off from key senior internal stakeholders when required

Line management

- To provide line management, support, and supervision to your team and line reports to ensure they achieve their objectives and develop in their roles.
- To co-ordinate staffing at all events (both staff and volunteers).
- To work with the senior events manager - third party and head of events on the recruitment of vacant posts, co-ordinating shortlists, interview panels and questions as required.
- To cascade key and relevant information to direct reports in a timely and efficient manner, championing open channels of communication and support across the team.

Cross-organisational working

- To work collaboratively with teams from across the organisation to ensure that all parties are kept regularly updated of events available and to engage their support and involvement where relevant with particular emphasis on working alongside our corporate fundraising team to enhance our third party events offering for our corporate partners.
- To be an ambassador at events, supporting the delivery of Breast Cancer Now's vision and ensuring that the charity's profile and reputation are enhanced.
- To be work and be able to travel across the UK, and occasionally overseas, and work outside of usual hours (Monday to Friday 9.00am to 5.00pm) to support delivery of the portfolio.

General

- To adhere to all Breast Cancer Now's policies and procedures.
- To undertake any other duties that are within the scope and remit of the role and as agreed with your manager.

Person specification

Qualifications and experience

It is **essential** for you to have the following qualifications and experience:

	Method of assessment	
	Shortlist	Interview
• Management of events, in the charity sector or another field	X	X
• Line management experience	X	X
• Working knowledge of a relationship management database	X	

It is **desirable** for you to have the following qualifications and experience:

	Method of assessment	
	Shortlist	Interview
• Experience working with third party event providers	X	

Skills and Attributes

It is **essential** for you to have the following skills and attributes:

	Method of assessment	
	Shortlist	Interview
• Strong relationship management skills		X
• Strong project management skills		X

Knowledge

It is **essential** for you to have the following level of knowledge:

	Method of assessment	
	Shortlist	Interview
• Broad knowledge of appropriate and effective marketing	X	X
• In depth knowledge of fundraising practices	X	X
• Current event market including key trends		X

Role information

Key internal working relationships

You'll work closely with the following teams:

- Community and events
- Database
- Digital
- Brand
- Supporter Care

Key external working relationships

You'll work closely with the following:

- Event organisers
- Agencies and suppliers
- A broad range of supporters, individuals and groups
- Professional fundraising networks and wider charity networks
- Online platforms

General information

Role location and our hybrid working practice	<p>This role can be based in our Glasgow or London office. However, our hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in either:</p> <p>Robertson House, 152 Bath St, Glasgow G2 4TB (open Wednesday and Thursday) or</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY (open Monday to Thursday)</p>
Induction	<p>It's important all new staff members have a positive and consistent induction experience with Breast Cancer Now. Therefore, both new staff members and their manager will be asked to consider coming into the office more frequently during their initial period of employment. Days to be agreed with their manager. This will enable both parties to get to know each other and become part of their team and get to know their colleagues quicker. This will also allow their induction process to be meaningful and comprehensive, allowing for support to be provided more readily. Thereafter, the staff member will be able to follow the hybrid working practice as described above.</p>
Hours of work	35 per week, Monday to Friday
Contract type	Permanent
Medical research	<p>We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when they're no alternatives.</p>
Conflict of interests	<p>You'll be obliged to devote your full attention and ability to your paid duties. You should not engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.</p>
Immigration, Asylum and Nationality Act 2006	<p>You should not have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>

How to apply - Guidance

We hope you choose to apply for this role. In support of your application, you'll be asked to submit your **anonymised** CV which means removing all sensitive personal information such as and for example, your name, address, gender, religion and sexual orientation and a supporting statement. When doing so please ensure you refer to the essential criteria on the person specification and clearly provide as much information as possible with examples to demonstrate how and where you meet the criteria.