

## JOB DESCRIPTION

**'Happy to talk about flexible working'**

<b>Job title:</b>	Events Officer
<b>Department:</b>	Income Generation
<b>Hospice band:</b>	Corporate Band F
<b>Reports to:</b>	Senior Events Manager
<b>Responsible for:</b>	Event Volunteers
<b>DBS required</b>	Basic

### Job purpose

Generate significant levels of income and raise the profile of Birmingham Hospice through the effective administration, organisation, marketing and recruitment of supporters to hospice own and third party events. Working with the Senior Events Manager to proactively seek new income generation opportunities through events channels, including, but not limited to delivering new and current hospice events.

### Main duties and responsibilities

#### Income Generation

- Using sector knowledge research, create and manage a portfolio of events to meet annual income and expenditure targets, identifying opportunities for year on year growth and potential expenditure savings.
- Work with the Senior Events Manager to implement an annual programme of events activity and contribute to the development of an annual events strategy through market research and recommendations.
- Develop feasibility studies for new events and present them to the Senior Events Manager, using your knowledge of fundraising events to persuade and influence key decision makers.
- Keep abreast of new trends and income generation opportunities in the events arena.

#### Event Support

- Lead on all communications and negotiations with suppliers of designated events to minimise costs and maximise marketing opportunities.
- Ensure a gold standard supporter journey is delivered to all event participants, looking for opportunities to improve supporter retention where possible.
- Work in partnership with the supporter experience team to create and administer event registrations, welcome packs, thanking and retention materials for each event participant.
- Update Donorflex with new event participants and record all participant communications.



Kindness



Togetherness



Positivity



Openness



Respect



Innovation

- Ensure all supporter journey materials are kept up to date and relevant.
- Lead on the recruitment of volunteers to support events.
- Attend all hospice own events and support the wider events team with attendance at third party events.
- Support event participants through their fundraising journey with regular telephone and email communications, provision of fundraising materials and event updates.
- Where required, support events team colleagues with the organisation and delivery of other events outside of your own portfolio.

## Event Marketing

- Lead on the creation and distribution of all marketing materials for designated events
- Develop and deliver promotional activities to publicise the events calendar internally across both hospice sites and to the Birmingham Hospice supporter base and externally to the wider Birmingham and Sandwell community, to include:-
  - Management of information stands and displays at various events and venues to promote Birmingham Hospice events, taking the opportunity to also cross sell other fundraising campaigns
  - Design and fulfillment of direct mail and email communications
  - Planning and writing copy for social media and web marketing
  - Working closely with the wider fundraising team to promote events to their supporter base
  - Production of internal communications and displays across both hospice sites
  - Hosting of information evenings, working with external suppliers to source speakers, book venues and provide catering
- Research and identify new target audiences for the promotion of events.
- Work with the Marketing & Communications team to obtain patient and bereaved families case studies and stories.

## Brand development and reputation

- Ensure all event communications and marketing collateral adhere to and promote Birmingham Hospice brand and reputation.
- Operate as a fundraising spokesperson and be an ambassador for the charity, attending networking events, press calls, radio and TV interviews when required.
- Monitor potential opportunities and threats and ensure internal and relevant external audiences are aware of both.
- Represent Income Generation and Marketing on charity Committees and actively participate in other charity wide projects when required.

## Budgeting and Reporting

- Manage a set budget for designated event expenditure.



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- Produce event income and expenditure budget reports with KPIs for each area of activity, demonstrating achievement of fundraising targets and event objectives.
- Produce robust evaluation event reports to inform future strategies and make recommendations for areas of improvement.
- Manage stock control and utilisation of all fundraising collateral and merchandise and work with the Fundraising Marketing Manager to ensure that the fundraising team have fit for purpose resources.

### **Expectations**

- Work flexible hours including evenings and weekends when required.
- Ability to travel to external meetings
- Ability to work across both hospice sites
- Assist at fundraising events and activities where appropriate and necessary
- Undertake any other duties as may be required by the Senior Events Manager and/or Income Generation Director.

### **General duties**

#### **Confidentiality**

- All employees are required to uphold the confidentiality of all information records in whatever format, encountered in the course of employment and after it.
- All employees are bound by the requirements of the General Data Protection Regulations when, in the course of their employment, they deal with information records relating to individuals.

#### **Equality and Diversity**

- The hospice is committed to promoting an environment that values diversity. All staff are responsible for ensuring that they treat individuals equally and fairly and do not discriminate on the grounds of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex and sexual orientation. The hospice expects all staff to behave in a way that recognises and respects diversity in line with the appropriate standards.

#### **Health and safety**

- All employees have a responsibility under the terms of the Health and Safety at Work Act 1974 to protect and promote their own health and that of others in the workplace.
- All employees must comply with all hospice health and safety procedures infection control.



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- The prevention and control of infection is the responsibility of everyone who is employed by the hospice. Employees must be aware of infection control policies, procedures and the importance of protecting themselves and their clients in maintaining a clean and healthy environment.

### **Information governance**

- All employees are responsible for ensuring they undertake any training relating to information governance, read the hospice's policies, procedures and guidance documents relating to information governance, and understanding how this affects them in their role.

### **Professional development**

- All employees must participate in an annual appraisal and develop a personal development plan with their line manager.
- All employees are responsible for maintaining their statutory and mandatory training.

### **Safeguarding children, young people and vulnerable adults**

- The hospice is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All employees and volunteers are expected to behave in such a way that supports this commitment pandemic or major incident.
- In the event of a pandemic or major incident, the post holder may be asked to undertake other duties not necessarily commensurate to the banding of this role. This could include duties in any part of the hospice. Prior to undertaking any duties, the member of staff will have full training and induction. We won't ask any member of staff to undertake duties for which they are not competent or where they feel unsafe in their environment or could put patients or themselves at risk.

**The job description is not exhaustive and may be amended following appropriate consultation in the light of business needs.**

### PERSON SPECIFICATION

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Requirements	Essential	Desirable	How identified
<b>Education and qualifications</b>	<ul style="list-style-type: none"> <li>Educated to A level or equivalent or can demonstrate a sound underpinning knowledge and theory relevant to the role</li> </ul>	<ul style="list-style-type: none"> <li>Event Management qualification</li> <li>IoF Qualification</li> <li>Business degree</li> <li>CRS qualification</li> </ul>	A, C
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>Experience in a fundraising, marketing or events organising role.</li> <li>Proven experience of supporting and advising event fundraisers in their fundraising journey</li> <li>Knowledge of event fundraising, sector practices and initiatives.</li> <li>Experience of working in a cross functional capacity in a fundraising environment.</li> <li>Demonstrable experience of donor stewardship</li> <li>Experience of managing volunteers</li> <li>Proven experience of marketing events.</li> </ul>	<ul style="list-style-type: none"> <li>Previous use of Donorflex or another fundraising database</li> <li>Experience of delivering mass participation events</li> <li>Experience of managing third party events</li> </ul>	A, I  A, I  A, I  A, I  A, I  A, I

	<ul style="list-style-type: none"> <li>• Proven ability to build influential relationships at all levels</li> <li>• Strong focus on attention to detail and ability to work methodologically.</li> <li>• Effective media spokesperson</li> </ul>		<p>A, I</p> <p>A, I, T</p> <p>A, I</p>
<b>Personal skills and attributes</b>	<ul style="list-style-type: none"> <li>• Impact focused and results driven</li> <li>• Exemplary communication and organisational skills</li> <li>• Persuasive and adaptable written and oral communication skills</li> <li>• Able to manage a complex and demanding workload</li> <li>• Ability to work to targets</li> <li>• Excellent presentation skills to all ranges and sizes of audiences</li> <li>• Has personal resilience and emotional intelligence to deal with occasional exposure to the emotional situations of our patients, families and carers before and after bereavement.</li> <li>• Flexibility in terms of working hours and availability at evenings and weekends</li> <li>• Full driving licence with access to a vehicle</li> </ul>		<p>I</p> <p>I, T</p> <p>I</p> <p>I</p> <p>I</p> <p>A, I</p> <p>I</p> <p>I</p> <p>A, C</p>

**A= Application form**

**I=Interview**

**T=Test**

**C=Certificate**

