THAMES VALLEY AIR AMBULANCE

JOB DESCRIPTION

JOB TITLE	Events Officer (Maternity Cover)
DEPARTMENT	Fundraising
REPORTS TO	Events Manager
HOURS OF WORK	37.5 hours per week (with some anti-social hours)

JOB PURPOSE

- Support the Events Manager to develop and implement the Events fundraising strategy
- To ensure our supporters receive an excellent supporter experience by delivering a high standard of customer service via phone, email, post or in person

MAIN RESPONSIBILITIES

- In conjunction with the Events Manager, contribute to the Events Fundraising plan to meet agreed income targets.
- In conjunction with the Events Manager and Communications team, assist and create engaging digital content and printed marketing materials to promote events and drive participant recruitment
- Manage supporter journeys, especially event participants recruited through digital means, providing first-class supporter care
- Manage the delivery of our virtual challenge Mission 40, third party events and owned events such as the Colour Run series
- Support the Events Manager in the delivery of special events
- With the support of internal teams, create and follow marketing and communication plans for successful supporter journeys
- Develop relationships with external organisations such as 3rd party events companies to enhance the reach and value of events fundraising at Thames Valley Air Ambulance
- Monitor and provide regular feedback on expenditure and income against event budgets
- To keep accurate supporter records using the fundraising CRM system (Dynamics 365)

- In liaison with the volunteering team, recruit and manage volunteers to assist events as and when required.
- Network with colleagues across the organisation to increase the understanding and support of events fundraising across Thames Valley Air Ambulance
- Work collaboratively with the Communications team to identify potential media stories and distribute group stories and articles through appropriate channels effectively and regularly. Whilst ensuring sensitivity and care with support of the Aftercare team.
- Work collaboratively across the Engagement directorate and wider Thames Valley Air Ambulance to identify potential cross team working opportunities to ensure effective stewardship and maximising income

Health & Safety

- Take responsibility for their own health, safety and welfare, comply with Thames Valley Air Ambulance H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues, or the public.
- Manage the health and safety of their staff and volunteers, including conducting risk assessments as appropriate, and ensuring they have access to, and participate in, appropriate instruction, training, and supervision.

Other Duties and Responsibilities

- Represent Thames Valley Air Ambulance at a variety of events and be an ambassador for Thames Valley Air Ambulance at all times.
- Undertake other duties as may be requested by the Events Manager, Director of Engagement or the CEO
- Comply with statutory duties and Fundraising Regulations, proactively promoting best practice and highlighting to the Director of Fundraising any areas for improvement

Person Specification

Essential	
Experience	Experience of working in events fundraising or live events
	Proven experience of managing relationships with people
	Proven success as part of a team achieving income goals
	Experience of producing work of a consistently high standard
Skills & Knowledge	An understanding of charity fundraising
	Excellent customer service skills
	IT literate with all standard Microsoft office applications.
	Financial awareness
	Ability to communicate effectively, both orally and in writing, with good attention to detail
	Strong problem solving and decision-making skills
	Highly empathetic and diplomatic when dealing with people in vulnerable and difficult situations.
	Ability to research and identify new potential digital and virtual fundraising opportunities
General	Capacity to work flexibly, including some evenings and weekends, and be comfortable in a changing working environment
	Positive, enthusiastic, and results-driven individual with a can-do attitude
	A genuine enthusiasm for events fundraising
	Ability to work autonomously and as an effective member of a team
	Ability to maintain confidentiality
	UK driving license and access to own car
	Successful appointment to this post may be subject to a DBS check
Desirable	
	An understanding of digital fundraising techniques and tools including Facebook
	Understanding of medical / emergency services environment
	A track record of achieving or exceeding income targets.