UK YOUTH

Job description: Fundraising Events Manager

Duration: Permanent. Full time; 37.5 hours per week
Salary: £41,489 per annum
Location: Flexible, London 2 days a week preferred
Reporting to: Head of Engagement
Department: Fundraising
Key working relationships: Events Coordinator

Purpose of the job

The Fundraising Events Manager is responsible for developing, delivering and growing a portfolio of high-quality fundraising events that generate sustainable income, strengthen supporter engagement and raise the organisation's profile. Working collaboratively across the organisation, the postholder will lead the planning and delivery of an engaging and diverse programme ensuring events are commercially successful, well-managed and aligned with our strategic objectives.

The role will oversee the full event lifecycle, from concept development and budgeting through to delivery, stewardship and evaluation, identifying opportunities to maximise income from ticket sales, sponsorship, auctions, donations and participant fundraising. The Fundraising Events Manager will build strong relationships with supporters, corporate partners, suppliers and volunteers, delivering exceptional stewardship that encourages long-term engagement and repeat support.

The postholder will use insight, innovation and best practice to continuously improve event performance, ensuring all activity is delivered safely, efficiently and in compliance with relevant legislation and organisational policies. They will contribute to the wider fundraising strategy by developing new event opportunities and supporting the growth of a diverse and sustainable income portfolio.

Why work at UK Youth?

UK Youth exists to widen the reach and deepen the impact of youth work and outdoor learning, so that every young person has someone who believes in them. Our vision is a society that backs every young person - through each spark, struggle and success.

As the UK's national infrastructure body for youth work and outdoor learning, we strengthen and champion a diverse network of youth organisations, unlock investment, shape policy and build the evidence base for what works. At a time of growing need and inequality of access, our work has never been more important.

We are entering an exciting new phase of our strategy - focused on long-term resilience, income diversification and a transformational Capital Appeal to develop

UK YOUTH

Avon Tyrrell as a national centre of excellence for outdoor learning.

Joining UK Youth means being part of an ambitious, impact-driven organisation committed to strengthening youth work for generations to come

Key responsibilities

- Lead the delivery of flagship UK Youth events, including the Gala Dinner, London Marathon and other challenge events to meet income targets.
- Enhance and diversify the existing portfolio of events and look to test new ideas.
- Work to develop a range of events to support our Capital Appeal for the outdoor learning and adventure centre at Avon Tyrrell
- Line management and development of the Fundraising Co-Ordinator
- Take a strategic and holistic approach to how we engage with our key audiences across all our work
- Budget management, and forecasting for events activities
- Stewardship and relationship management of committees, event participants and key supporters.
- Work closely with the corporate partnerships team to identify and generate corporate prospects arising from events, sponsorship activity and networks, ensuring clear handover and cultivation pathways with the corporate team
- Work collaboratively with fundraising colleagues to maximise lifetime supporter value by identifying and converting event participants and attendees into long-term supporters, donors, corporate partners and prospects.

Other area of responsibilities

Events and income generation

- Ensure all events are planned thoroughly, spotting opportunities to realise our strategic ambitions
- With direction from the Head of Engagement, adopt a human-centric approach to designing all content and events for external audiences, supporting colleagues to deepen their understanding of this approach
- Work with the team at Avon Tyrrell to plan events focussed on Capital Appeal Fundraising
- In collaboration with the Major Donor Manager, ensure all events are purposeful, audience-driven and that supporter journeys are fully mapped-out
- Identify opportunities to seek out new collaborations and sponsorship opportunities
- Build a culture of continuous learning ensuring feedback and audience satisfaction is captured, analysed and learnt from
- Ensure all events achieve their objectives and hit income and contribution targets whilst offering a great supporter experience.

- Ensure the internal Events toolkit is up to date and utilised by all departments to ensure the safe, impactful and strong ROI on delivery of events

Engagement and Communications

- Work closely with the Brand, Marketing and Communications team to improve our communications to event attendees with a focus on more powerful storytelling
- Work closely with the Brand Marketing and Communications team to develop ways to promote, showcase and celebrate opportunities with UK Youth across our social media channels and other digital platforms
- Ensure the attendance of key audiences at UK Youth events, maximising the opportunity to improve engagement and demonstrate the impact of our work and their connection to our cause
- Ensure young people and the voice of young people are at the heart of every event and consulted in planning where possible and appropriate

Strategy and Performance

- Provide reporting and evaluations, sharing recommendations and providing regular progress to the Head of Engagement
- Monitor progress and achievement against KPIs, ROI, cultivation targets and strategic priorities
- Manage and operate within the agreed business plan and budget to ensure that UK Youth income targets are met
- Ensure all donations are accurately recorded and recognised, working closely with the finance team
- Use CRM data, audience insight and supporter behaviour analysis to improve recruitment, retention, fundraising performance and supporter lifetime value
- Ensure all events and fundraising activities meet fundraising, health & safety and data compliance standards
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Manager behaviours and expectations

All staff at UK Youth will demonstrate their commitment to our mission to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. They will also be able to fulfil the below expectations and behaviours:

- Be committed to safeguarding principles, and be willing to put the welfare of children and young people at the forefront of your work
- An understanding and belief in the inclusion of all staff, partners and young people irrespective of race, gender, sexuality, age, religion, ability, identity, and experience
- Actively promotes and embeds understanding of equity, diversity and an inclusive culture

- Able to take personal accountability for key work areas and understand individual accountabilities within work areas back to inform planning and decision making
- Able to identify cause and effect relationships and take a solution focussed approach
- Able to be solution focussed in their thinking and approach.
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Person specification: Fundraising Events Manager

Experience

- Experience of being part of a successful events team
- Experience of raising five/six figure sums from fundraising events
- Experience of senior stakeholder management
- Experience of managing a diverse workload, with multiple deadlines, stakeholders and deliverables
- Experience of thinking strategically and developing and delivering new fundraising/event concepts
- Experience of line management, coaching and building team capability

Knowledge, skills and understanding

- Knowledge of the events and/or fundraising sector
- Knowledge of the needs of young people, the youth sector and UK Youth
- Excellent project management skills
- Excellent interpersonal skills including relationship building, influencing and negotiating with a wide range of people, using tact and diplomacy
- Excellent IT skills including use of Microsoft Office Outlook, Word, Excel and PowerPoint
- Excellent organisational skills with the ability to manage and take responsibility for own workload, handle multiple priorities and to work independently
- A working knowledge of fundraising for a Capital Appeal would be an advantage

Personal qualities

- A ‘can-do’ and flexible approach with ability adapt to changing priorities, including a willingness to travel and work occasional evenings and weekends when necessary
- Outcomes-focused and target-driven
- Passionate about supporting young people
- Strong storyteller and communicator
- Honesty and integrity
- Brave and ambitious
- Open to new ideas and creative thinker

- Dynamic and able to juggle and prioritise a busy schedule

This post is subject to receipt of two satisfactory references, an enhanced DBS check and Right to work in the UK. Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments. This job description does not form part of your contract of employment. You may be required by the organisation to undertake any duties within your skills and capabilities, which the organisation reasonably considers necessary to meet business needs.

As part of the recruitment process UK Youth will be gathering and uses certain information about you. For further information regarding this please review our Data Protection Privacy Notice which explains what data of yours we process and how we use it.