

JOB DESCRIPTION

EVENTS AND DIGITAL FUNDRAISING MANAGER (HOSPICE WIDE & CHALLENGE EVENTS)

MAIN PURPOSE AND SCOPE OF THE JOB:

The postholder will lead on the delivery of Pilgrims Hospices extensive events portfolio; it's digital innovations and creative fundraising products. The Events and Digital Fundraising Manager will enhance this strong income generation department; circa £425K+, alongside supporting the digital communications for Fundraising Teams.

The role will lead on event planning, logistics and operations. To be responsible for developing and implementing the annual events calendar to achieve set targets; developing the strategy to support the substantial income in this area.

The post holder will be responsible for leading digital and technological enhancements to ensure our processes and solutions are as digitally beneficial as possible; being both effective and compliant. Linking in with Pilgrims organisational strategic plans, this role will help to contribute to these ambitions by focussing on technology and creative thinking. To protect the integrity of data, enhance digital communications and produce interactive campaigns via Pilgrims award-winning event app, check-in software, route mapping and text communications.

Our focus is to put the donor at the heart of Pilgrims' supporter care. To ensure all fundraising activities are developed and delivered to the highest standards, that fundraising events including virtual, interactive and physical activities are well-planned, safely operated and managed; and supporters receive the best possible care and are progressed through the range of giving opportunities.

POSITION IN ORGANISATION:

Reports to:	Head of Fundraising and Projects
Responsible for:	Events Fundraiser (Stewardship & Marketing) and Logistics Coordinator.
Key Relationships:	Community Fundraising Teams in the 3 hospices, Corporate & Trusts Partnerships Team and Marketing & Communications Team, Individual Giving Team, Lottery Team, Retail Managers, Supporter Relations Team, Catering & Hospice Service Teams and volunteers

DUTIES AND KEY RESPONSIBILITIES

Management of Events Fundraising for Hospice-wide and Challenge Events

- To ensure that all hospice-wide and challenge events, partnerships and activities are effectively planned, marketed and supported to maximise income potential.
- Donors & Supporters - to cultivate supporters through relationship and account management strategies - to recruit, sustain and develop their fundraising across the range of products; including training, advice, support, producing relevant materials and cross-promoting other giving opportunities within the charity.
- Manage the pipeline and stewardship for all 20+ challenge events. To ensure all regular touchpoints are planned and scheduled. To inspire and engage these challengers to

reach their maximum potential both in terms of event participation, personal experience and income raised.

- To ensure the timely and effective marketing of all challenge, virtual/digital and hospice-wide events/activities to maximise participation using a variety of channels and working closely with the Marketing Team, Community Fundraising Managers and Corporate and Trusts Partnerships Team. To ensure that all product/event design and promotion is in line with the needs and motivations of the target audience.
- To review and identify increased efficiency in working practices (digital and non-digital) and the cost effectiveness of events. Assess the potential of existing and new concepts; develop strategies for their future management to ensure that all product/event design and promotion is in line with the motivations of the target audience.
- To work in unison with the Corporate and Trusts Partnerships Team to scope, research, prospect and steward businesses employee fundraising through event participation. Work together with the Corporate and Trusts Partnership Manager on the required contracts relating to corporate event sponsorship, commercial participator agreements and gift-in-kind proposals and other due diligence relating to events.
- Merchandise & Trading – this team function will be responsible for all branded goods and trading on behalf of the Fundraising department. This includes managing & communicating all stocktakes; to be carried out twice yearly and distributing the required stock across the sites for sale at hospice receptions and other fundraising activities. Overseeing all the relevant paperwork for auditors as required and working with Head of Fundraising regarding these processes at key stock count checks.
- Be a specialist for all teams and supporters in organising events, offering advice on marketing, health and safety, stewardship, risk management, insurance liability, event delivery and project management.

Internal Processes, Relations and Supporter Care

- To work from other sites at least once per calendar month.
- To work with colleagues and clinical staff to meet with families and patients wishing to support the hospice through events fundraising, providing the appropriate information and guidance.
- To provide excellent supporter care, cultivation and stewardship to ensure engagement and long term commitment to the organisation. To grow and recruit new participants and donors; to support them in the development and delivery of cost effective fundraising activities, to achieve maximum participation.
- To work with the Supporter Relations department to ensure that all data on eventers, volunteers and contacts is accurate and up to date. Provide Supporter Relations with data and fulfilment briefs for events thanking and fulfilment.
- To attend events as the hospice's ambassador, including networking, third party supplier meetings and conferences relating to events and digital fundraising. To play an active role in Fundraising Team meetings and, if required, manage specific projects on behalf of the whole team.

Planning and Budgets

- To be responsible for the planning and day-to-day management of events and digital fundraising procedures and processes within the hospice-wide catchment area.
- To work with the Head of Fundraising and Projects to set annual budgets, plans and goals. To deliver and report against these including financial and non-financial objectives/achievements. Contribute to the strategic planning of the overall Events (Hospice-wide, Challenge and Digital) Fundraising Plan for Pilgrims Hospices.

- Lead the Events team to develop a robust pipeline to ensure long term, sustainable income and engagement. To maximise the net income generated through events, merchandise sales, participant cultivation and individual sponsorship.
- To ensure all financial activities are timetabled and scheduled and that key colleagues are aware of deadlines and priorities. Produce quarterly VAT return analysis calculations; ensure all finance is processed in a timely manner.
- To provide reports and information about activity and supporters, etc. as necessary and upon request, ensuring that the Head of Fundraising and Projects is fully briefed on performance against plans. To regularly review performance and to make appropriate recommendations, identify risk and take remedial action where necessary.
- Ensure that all activity, processes and procedures (data recording/cash handling) are operated correctly and in compliance with the Fundraising Regulator, Institute of Fundraising (IOF), Charities Act, HMRC, Information Commissioners Office (ICO), GDPR, Gambling Commission and that Pilgrims own policies and procedures are followed.

Portfolio & Digital Development

- To work with the Head of Fundraising and Projects to review and develop the hospices' events portfolio. To be creative in developing new event concepts and initiatives and to test new activity within agreed parameters of risk.
- Manage digital fundraising on behalf of Pilgrims. Manage online groups, new software and digital innovations; such as groups, check-in apps, text comms and mapping.
- Maintain Fundraisings website pages; including events, pages and relevant news. Create registration forms; using logical formatting.
- To manage and develop the email communications strategy and annual plans for GDPR compliant electronic communications.
- To lead on the latest trends within the sector and take responsibility for ensuring continual progress, including maximising the potential of technology advances and the development and engagement of the Pilgrims Event App.
- To hold structured debriefs/evaluation of all events to ensure continuous improvement.

Health & Safety

- To ensure and manage the professional logistics, safety and compliance of all events with relevant authorities, suppliers/contractors and land owners.
- To carry out recces and produce detailed and well considered risk assessments and that all Health & Safety Regulations are achieved. Ensuring that all relevant H&S information is communicated internally and externally. To lead on incident reporting of events to the Head of Fundraising and Projects.
- To manage the planning/logistics, assessing and mitigating risks, recruiting and briefing staff, marshals and volunteers to support event delivery. To deliver safety briefings in a strong and confident manner to event participants.

Staff & Volunteer Management

- To provide the Events Fundraiser and the Logistics Coordinator with clear objectives and targets, managing performance, providing regular supervisions and 1-2-1s, ensuring every member of the team understand their role and works in a focused way; empowering them to support unified fundraising goals.
- To be flexible with working patterns during events season and support the Events Team (and others) with flexible working during this period.
- Lead by example and create a positive working environment; be visible, pro-active and participative, encouraging cross team working and initiative.

- The Events Team will be responsible for volunteer planning on hospice-wide events. This includes developing briefs and communications. On some events this sees more than 70 volunteers all working at various times, across multiple sites (up to 10 locations in one day). The postholder will liaise with Community Fundraising on the recruitment of volunteers for events.

Governance

- To ensure all policies and procedures are understood and adhered to by hospice based fundraisers, staff, volunteers and any relevant third parties.
- Champion best practice, ensuring that all legal standards and best practice compliance standards are met with the Fundraising Regulator, Institute of Fundraising (IOF), Charities Act, HMRC, Information Commissioners Office (ICO), GDPR, Gambling Commission, Health and Safety, Hospice Income Generation Network (HIGN) and that all Pilgrims Hospices own policies and procedures are followed.
- To keep abreast of Charity Law and fundraising developments across the charity sector by networking with fundraising staff in other organisations and undertaking training.
- Maintain an up to date knowledge of Pilgrims Hospices and its services.

GENERAL RESPONSIBILITIES

Corporate Governance - The postholder must, at all times, act honestly, openly and work within the Pilgrims 'CODE' and comply with all relevant corporate governance requirements, employment legislation and standards of business conduct. The postholder is expected to be familiar with and comply with all policies and procedures published by Pilgrims Hospices in east Kent.

Health and Safety - Under the Health & Safety at Work Act (1974), it is the responsibility of the postholder at every level to take care of his/her own health and safety and that of others who may be affected by his/her acts at work.

Data Protection - Ensure that all data is processed in a fair and lawful way for the specific identified purpose, in line with the General Data Protection Regulations (GDPR), national data protection legislation and Pilgrims Hospices' Data Protection Policy. Data must not be disclosed in any manner which is incompatible with the purpose and to any unauthorised persons or organisations.

Flexibility - To attend events and activities outside normal working hours and weekends and Bank Holidays when required for the needs of the business. Appropriate time off in lieu will be given. The postholder is expected to work flexibly to be able to meet the challenges and opportunities of working within Pilgrims Hospices in East Kent.

It is a requirement in this role that all staff work Pilgrims flagship 'hospice-wide' (HW) events. Should the postholder not be available to work a HW event weekend, they must submit this notice to their line manager 2 months prior to the event.

This Job Description is not exhaustive. This job description is a reflection of the current position and the postholder is expected to view it as a guide rather than an exact description of all duties and responsibilities. It may be subject to variation from time to time. The post holder will be required to undertake any other ad-hoc duties that may be required by the Line Manager, commensurate with the level of the post.

PILGRIMS HOSPICES – PERSON SPECIFICATION

Events and Digital Fundraising Manager – HW

This person specification sets out the essential and minimum qualities we are seeking

Attributes	Criteria	Criteria Reviewed At		
		Application	Interview	Essential
EXPERIENCE	Person Specification			
	An extensive proven track record of successful income generation in the charitable sector	X	X	X
	Proven experience of developing, implementing and monitoring plans and budgets	X	X	X
	Proven experience of Events/Fundraising at a management level	X	X	X
	Demonstratable experience and proven ability to be professional, proactive, highly organised with strong time management skills	X	X	X
	Able to work under-pressure, meet deadlines and results driven with a flexible supportive and collaborative approach	X	X	X
	Proven ability and integrity to handle complex and sensitive enquiries and data; understanding confidentiality issues.	X	X	X
	Demonstrable experience of identifying and retaining new participants and supporters through events fundraising	X	X	X
	Extensive experience of managing data, digital technology, apps and IT solutions. Able to monitor and evaluate campaign performance using appropriate metrics. Ideally, with experience of route mapping software	X	X	X
	Experience of creative design software, ideally Adobe or Illustrator. A flair for creativity and design is desirable	X	X	X
	Experience of developing on and offline marketing plans to deliver objectives, coordinating the production of materials/digital communications and managing suppliers.	X	X	X
	Proven experience of line managing and motivating staff to achieve high performance. Experience of working as part of a team and contributing to team plans and activities	X	X	X
SKILLS/ ABILITIES	An in depth knowledge and understanding of the principles, methods and management of events, challenge, community based and supporter led fundraising	X	X	
	A working knowledge of event organisation, negotiation, risk, participant recruitment, acquisition and development	X	X	X
	A working knowledge of sponsorship negotiation and acquisition for key functions and events	X	X	X
	Excellent written communication skills. Able to draft press releases, write targeted and compelling copy, letters, presentations and other similar documents	X	X	X
	Excellent verbal communication skills, able to deliver presentations and give local media interviews; to engage, and respond appropriately to a wide range of stakeholders	X	X	X
	A broad knowledge and understanding of the principles of marketing and use of social media to promote activities (use of	X	X	X

	social media and posting is essential). A good understanding of the business and social networks in the area (desirable)			
	Knowledge of current industry-wide good practice in fundraising and a broad awareness of market trends, in particular with relation to events, digital and challenges fundraising	X	X	
	The ability to develop, implement and monitor plans; set and monitor budgets and interpret financial information	X	X	X
	A high level of numeracy; able to set, analyse & evaluate appropriate metrics to evaluate plans & campaign performance	X	X	X
	Able to recruit, develop, train and motivate individuals and teams of volunteers to give of their best	X	X	X
	Able to use interpersonal skills to engage effectively with others, understand motivations and respond appropriately	X	X	X
	Good IT skills – able to use of word-processing, spreadsheets, PowerPoint, databases, email and social media	X	X	X
	Knowledge of legislation which governs fundraising including Data Protection Act, Health and Safety, the Institute of Fundraising Codes of Practice and requirements of the Fundraising Regulator and Charity Commission	X	X	
QUALIFICATION/ TRAINING	Educated to degree level or equivalent (desirable)	X	X	
	Evidence of a commitment to continuous personal development	X	X	X
OTHER REQUIREMENTS	A full UK driving licence with access to own vehicle for business use and willingness to travel throughout the designated area	X	X	X
	Due to the nature of this role and the logistics involved; it is essential that you are able to drive Pilgrims fleet of vehicles. This includes Luton lorries, long-wheel-base transits, chiller vans and hybrid transit vehicles	X	X	X
	Able to work weekends and evenings as required. Time off in lieu will be given			
	Able to erect extensive fundraising equipment including: gazebos, branding, chairs, tables, catering equipment, stages, weights, displays, stands, route signage and transportation of fundraising collateral. During the peak event season (Summer and Festive) there is concentrated and busy activity relating to logistics and operations for events and being physically active is required for this role. Manual handling and training will be given	X	X	X

Date Written: December 2023