

## EVENTS AND EXPERIENCES EXECUTIVE

<b>Duration:</b>	Permanent
<b>Salary:</b>	Circa £30,000 per annum
<b>Job Level:</b>	5
<b>Hours:</b>	35 hours per week. Other flexible arrangements will be considered.
<b>Disclosure Level:</b>	Basic. This role involves no direct or indirect work with children.
<b>Reports to:</b>	Head of Special Events and Stewardship
<b>Location:</b>	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

### ABOUT THE TEAM

Working within the Partnerships and Philanthropy Directorate, the Special Events Team is responsible for delivering cross-organisation prospecting, cultivation, stewardship, and fundraising events for varied audiences. The team also plays an active role in delivering cross organisational engagement moments.

The team is looking to grow and develop across all its activities with new and innovative ideas that enable the organisation to broaden and deepen its existing relationships, while also keeping a keen eye on new opportunities. The next 12 months are an exciting time as we work to maximise and diversify our portfolio to deliver more impact for children and young people.

### ABOUT THE ROLE

The post holder will support the team with the successful delivery of the events calendar, including some out of hours working. They will work closely with colleagues across the organisation, as well as external suppliers and partners, providing administrative assistance and taking specific responsibility for stewardship activity and cross organisational events.

#### What we will expect you to achieve

##### Event Support

- Support the Special Events Team in the delivery of an agreed portfolio of events.
- Support on the event management of specific stewardship events for donors, partners, and senior advisors.
- Manage the delivery of the Soccer Aid hospitality suites for 300 guests of UNICEF, including invitations, branding, speeches, food and music.
- Support and manage key processes.
- Chair the Events Taskforce, a cross-departmental events group.
- Manage the SRM records for event attendees and act as the SRM lead for the Events Team.
- Support in the development of new events and in-person touchpoints.
- Support in the production of online and print marketing and branding materials.
- Assist with securing auction prizes, collecting donations and managing the fulfilment of all prizes.
- Work closely with the Finance team to manage the recording of donations.

- Assist with the development and improvement of systems and processes relating to event fundraising and planning.
- Prepare event staff briefings.
- Compile central databases of event suppliers and venues, maintaining and building relationships with external suppliers
- Attend UNICEF UK events as required, contributing to the smooth running of the event.

### **Stewardship**

- Contribute to a stewardship events strategy and proactively initiate new, co-ordinated touchpoints.

### **Relationships**

- Develop excellent working relationships with colleagues across the organisation and with external suppliers and partners.
- Work closely with relevant colleagues to implement an effective system to manage guest lists for each event.
- Build and maintain positive, credible relationships with supporters and prospects.
- Provide excellent customer service to all event guests, managing their data effectively and according to current legislation, UNICEF UK policies and best practice.

### **Administration and logistics**

- Responsible for ensuring clear processes are in place for all aspects of event management and delivery, including registering attendees, capturing donations and thanking post-event.
- Research and develop proposals for new event opportunities for UNICEF UK to consider.
- Provide general support as required, including but not limited to: setting up meetings, preparing papers and agendas, taking and distributing action notes and minutes.

### **Other**

- Be a proactive member of the team, contributing to team meetings, planning sessions and wider team activities.
- Provide support to other teams and departments within Unicef UK and work on cross department projects, as required.
- Carry out additional tasks as required.

## BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

### Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.
- Develops effective relationships with target supporter groups enhancing their knowledge and involvement of UNICEF's work.

Decision making

- Makes decisions with agreed parameters and is accountable for own actions. Takes time to consult with relevant stakeholders before making and communicating clear decisions and the reasons for them.

Communication

- Communicates effectively with colleagues and senior individuals to relay key messages accurately, manage expectations and push back where appropriate.
- Presents information clearly and confidently to a high standard.

Efficiency and effectiveness

- Manages conflicting priorities to ensure that objectives are achieved and deadlines met.
- Systematically plans projects to maximise performance and cost-effectiveness.
- Anticipates risks and puts plans in place to minimise their impact.

### Relevant experience

- Experience of supporting the delivery and development of events.
- Supporting on the production of range of relevant communications to a broad range of audiences.
- Experience of working in a fast-paced environment managing conflicting priorities to meet deadlines and multi- task and prioritise effectively during busy periods.
- An understanding of stewardship and supporter/ partnership engagement.

### Specific knowledge and skills

- Good knowledge and understanding of event fundraising for a high-value audience.