

EVENTS & EXPERIENCES LEAD

Duration:	Permanent
Salary:	Circa £47,000 per annum
Job Level:	3
Hours:	35 hours per week. Other flexible arrangements will be considered.
Disclosure Level:	Basic. This role involves no direct or indirect work with children.
Reports to:	Head of Events and Experiences
Location:	Mostly 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 Events & Experiences Team is responsible for delivering high-value prospecting, stewardship and fundraising events, plus partnership events and cross-organisational campaigns for diverse audiences.

This ambitious team currently consists of a Head of Events and Experiences, one Team Lead, one Manager and two Executives. 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, whilst developing new opportunities.

ABOUT THE ROLE

Reporting into the Head of Events and Experiences, the Team Lead will play a key role in ensuring that our strategic objectives are met and specifically those around income generation. This role will have responsibility of to developing and innovating our in-person events programme and lead in the delivery of a new major fundraising moment being delivered as part of a three- year strategy. This role will also lead on the delivery of a new events partnership strategy which has ambitious targets and encompasses our sponsorship offering.

The Team Lead will line manage the Senior Events & Experiences Executive and support with the development of all team members. This role will deputise for the Head of Events and Experiences, where required.

What we will expect you to achieve

Strategy, Finance & Innovation

- Develop and deliver a long-term sustainable strategy for in-person moments focused on income.
- Lead on our new event partnership work stream, developing and growing this area of the business.
- Review and critically analyse all existing event activity and make recommendations for the development of future event activity.
- Support in financial planning; setting and phasing income targets and expenditure budgets.
- Critically evaluate each event with the budget holders, implementing ongoing development.
- Be the lead with our Legal Team, ensuring all best practice.

Fundraising, Stewardship & Cultivation:

- Research and analyse the events marketplace in order to make ongoing recommendations for the ongoing innovation and development of the events programme.
- Provide expertise across teams to ensure the maximisation of all supporters for the wider benefit of the charity.
- Using available data and insights, ensure that all events meet the audience needs and are engaging and inspiring.
- Deliver a large fundraising event, planned for November 2024.
- Lead on the delivery of the event partnership opportunities with third parties.
- Work effectively with multiple teams across the organisation to ensure there is collaboration and co-creation.
- Scope, plan, project manage and evaluate specific events.
- Work with existing senior volunteer groups whilst also developing new ones e.g., Events committees.

Leadership and relationship management:

- Support in the management, motivation, and development of the team to ensure the successful delivery of a cost-effective events programme, a strong cultivation programme and exceptional support to high value groups.
- Line-manage the Events & Experiences Senior Executive, setting KPIs and supporting their development.
- Lead on implementing systems and processes to ensure maximum efficiency across the Partnerships and Philanthropy Directorate.
- Act as lead in the management of high value fundraising groups and committees.

Other

- Deputise where required for the Head of Events and Experiences.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

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 delivering high impact in-person events that deliver multiple objectives for an organisation. Experience of doing this in an income generating environment an advantage.
- A keen understanding of sector best practice and experience of embedding this into organisations.
- Effectively be able to evidence polished targeted both on- line and offline communication to a range of internal and external audiences.
- Experience of working in a fast-paced environment managing conflicting priorities to meet deadlines and multi- task and prioritise effectively during busy periods.
- A keen understanding of event partnerships both developing the offering and stewarding the relationships during after the course of the partnership.

Specific knowledge and skills

- Extensive experience delivering multi-year fundraising events.
- Experience of successfully developing and innovating events programmes.
- Ability to produce and communicate strategy, annual plans and budgets alongside monitoring and reporting on performance against agreed KPIs.
- Strong interpersonal skills and relationship-building abilities to work collaboratively with colleagues, volunteers and donors and act as an ambassador for the wider fundraising team internally and externally.
- Excellent knowledge and understanding of the market and the governance, legislation and best practice affecting events and cultivation.
- A working understanding of SRM's systems would be an advantage.