

JOB DESCRIPTION

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TITLE OF POST: Events Fundraiser

ACCOUNTABLE TO: Regional Fundraising Manager

HOURS: 37.5 hours per week

JOB PURPOSE: We are seeking a motivated and results-driven individual to join our team as the Events Fundraiser teamed with a commercial sales focus. This role requires a unique blend of fundraising expertise and commercial acumen to drive our vision forward. To manage an engaging programme of supporter events at Bluebell Wood including budget forecasting and reconciliation.

To plan and run a strong and successful events programme to raise substantial income and awareness across the Bluebell Wood catchment area, attracting different sections of the community including family members and corporates.

To be the leader and person in charge at all Bluebell Wood fundraising events and activities including third party and mass participation events. Additionally, this role will focus on developing commercial sales strategies to generate revenue through partnerships, sponsorships, and product sales. The ideal candidate will have a strong background in both fundraising and sales, with a proven track record of achieving targets and building lasting relationships.

KEY RESPONSIBILITIES:

Events planning and execution:

- Proactively research and identify new, exciting and compelling opportunities
- Plan, coordinate, and execute a variety of fundraising events and campaigns, including Bluebell Wood's flagship events, community events, and online campaigns. This will include out of hours work and manual handling i.e. loading/unloading vehicles.
- Develop and manage the event budgets, ensuring cost-effectiveness and maximising income opportunities and return on investment.
- Identify and secure event sponsorships and partnerships to enhance event success.
- Liaise with the volunteer co-ordinator to source volunteers and brief and manage volunteers and staff at the event.
- Evaluate event outcomes and provide recommendations for improvement.
- Develop opportunities for data acquisition at events.
- Ensure fundraising remains within legal constraints and pays attention to health and safety.
- Complete risk assessments and procedures for all events including liaison with local authorities and external suppliers.
- Represent the Fundraising team at the organisational H&S committee

Commercial Sales:

- Develop and implement commercial sales strategies to generate revenue through product sales, corporate partnerships, and sponsorships relevant to the event brief and audience.
- Identify potential commercial opportunities and cultivate relationships with businesses and corporate sponsors.
- Negotiate contracts and agreements with commercial partners or event venues to secure funding and support.

- Collaborate with marketing and communications team to create innovative and creative promotional materials and campaigns.

Relationship Management:

- Build and maintain strong relationships with donors, sponsors, partners, volunteers and stakeholders.
- Provide excellent customer service and ensure donor and partner satisfaction.
- Develop and maintain a database of donors, sponsors, and partners.
- Prepare and deliver presentations to potential donors and partners.
- To champion events internally, involving and engaging staff, volunteers and families in supporting and promoting the events.

Administrative Duties:

- Maintain accurate records of all fundraising and sales activities.
- Prepare reports and presentations for the management team.
- Stay informed about industry trends and best practices in fundraising and sales.
- Identify opportunities for other departments and pass opportunities to the appropriate fundraiser.

General

All Bluebell Wood employees are required to:

- Abide by the Health & Safety at Work Act
- Adhere to policy and procedures around safeguarding children and young adults
- Respect confidentiality applying to all Hospice areas
- Work within Hospice policies and procedures
- Comply with the Hospice no smoking policy
- Participate in and contribute to team meetings
- Co-operate and liaise with colleagues
- Behave in a professional manner at all times, reflecting and maintaining the values and ethos of Bluebell Wood
- All Bluebell Wood employees are expected to:
 - Demonstrate a commitment to their own development, to take advantage of education and training opportunities and develop their own competence.
 - Support and encourage harmonious internal and external working relationships.
 - Make a positive contribution to fundraising and raising the profile of the Hospice.

This job description is not exhaustive. It will be subject to periodic review and may be amended following discussion between the post-holder and employer.

Date of issue: March 19

Review date: April 20 Events Fundraiser JD & PS. April 2019. Page 2 of 2

PERSON SPECIFICATION

CRITERIA	STANDARD	E or D*	MEASURED BY	
Qualifications/ Training	Qualification in events management	D	A,C	
Experience	Experienced professional with a proven track record in successfully implementing, delivering and evaluating events or projects.	E	A,I	
	Experience of planning and managing a budget	E	A,I	
	Experience of planning, running and evaluating new events.	E	A,I	
	Imaginative, with a background in event development and the ability to work creatively.	E	I	
	Proven record of achieving financial targets and ROI	E	A,I	
	Experience of developing and evaluating a strategy to reach set objectives	D	A,I	
	Able to produce and analyse reports and statistics	D	A,I	
	Evidence of generating £200,000 per annum	D	A,I	
	Experience of managing volunteers	D	A,I	
	Skills/Knowledge	Enthusiastic, flexible, pro-active & results motivated	E	A,I
		Evidence of excellent presentation skills	E	I
		Confident and passionate networker	E	A,I,R
		Proficient in database input and Microsoft packages	E	A,T
Excellent interpersonal skills and the ability to communicate effectively both orally and in writing, at all levels		E	I	
Excellent organisation skills, with the ability to work on several projects simultaneously		E	I	
Excellent attention to detail		E	A	
Ability to work under pressure and meet tight deadlines		E	A,I	
Creative in developing new fundraising ideas		E	A,I	
Other requirements		Must be able to drive with ability to transport stands and equipment to events and to load and unload the transport vehicle.	E	A
	Eligible to work in the UK	E	A,D	
	Prepared to work unsocial hours including evenings and weekends where necessary.	E	A	

***Essential or Desirable**

A	Application	C	Certificate	I	Interview
R	Reference	D	Document check	P	Presentation