

Senior Celebrity Liaison Executive



Too many older people have no one to turn to for support. We believe no older person should have to struggle alone. We're Age UK, the UK's leading charity for older people. We provide information, support, friendship and advice when it's needed most. Our services are a lifeline – could you help us reach even more people who need us?

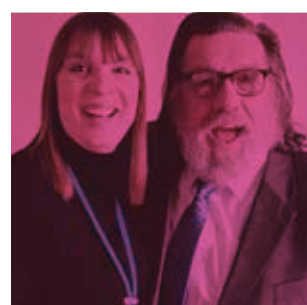
The job, in a nutshell

To project manage celebrity relationships for Age UK and Age International, organising in-person activities, researching new partnerships, and creating regular cultivation opportunities. The successful candidate will play a key role delivering our ambitious strategy to grow the Charity's pool of celebrity supporters, joining the Cultivation and Celebrities team which sits within our newly created Communications and Brand division. This is a hybrid role, a blend of homebased and office working. The expectation is that you will attend our London office once a week - the team attend the office on Wednesdays.

What you'll do for us

Celebrity Management

- Responsible for identifying and recruiting a broad and diverse range of celebrity supporters for Age UK and Age International.
- Build, develop and nurture existing relationships with a wide range of talent, and their management teams to maximise lifetime support.
- Cultivate relationships with new celebrity supporters, including social media influencers, proactively identifying new opportunities.



“This is the most varied job I've ever had - there is never a dull day!”

Rebecca King

SENIOR BRAND
IDENTITY MANAGER

Our values

WE ARE BOLD

In doing what's right for older people - We are unafraid in standing up for older people and in seeking support for our work with them.

WE ACT TOGETHER

With and for older people - We act as one team, collaborating to get things done.

WE ARE FOCUSED

On what makes most impact for older people - We never forget that older people are at the heart of everything we do.

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- Act as the gatekeeper for Age UK and Age International's contact with celebrity supporters.
- Prioritise the pipeline of requests for talent and celebrity support to meet the Charity objectives and needs of the Organisation.
- Work with internal stakeholders; understanding their goals, how these goals fit within the Charity strategy and the role of the celebrity supporter in achieving them.
- Thank celebrities for their support of Age UK and Age International, using cultivation opportunities to add value to their experience and ensure they feel recognised.
- Evaluate celebrity support regularly, involving stakeholder feedback.
- Report celebrity KPIs to management at team meetings.
- Maintain thorough records of all celebrity activity including talent asks, participation in campaigns and declines to approaches.
- Network with celebrity managers and agents.

Project Management

- Project manage all celebrity activity for Age UK and Age International, liaising with stakeholders from across the organisation. Respond to celebrity requests, providing recommendations and advice.
- Pitch campaigns and opportunities to agents and their talent in person and over email/video calls.
- Organise photoshoots, filming and coordinate any Age UK local partner visits involving celebrity supporters, including comprehensive briefing notes and all travel arrangements, also ensuring that all protocols and procedures are followed.
- Chair and administrate regular meetings with internal stakeholders, ensuring excellent oversight of the calendar of ongoing and upcoming celebrity projects/activities.
- Work closely with the content and social media teams at Age UK to identify content creation opportunities and engage with talent on social media platforms.
- Work closely with the Media team to amplify opportunities.
- Create engaging updates for celebrities and their agents, updating them on the work of Age UK and Age International.

Location

Hybrid/London

People management

No

Division

Communications and Brand



ageuk.org.uk

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.
Registered charity number 1128267. Company number 6825798.

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- Secure celebrity support for Age International, including for Disasters Emergency Committee (DEC) Appeals.
- Meet or exceed targets for celebrity supporters and team KPIs.

Celebrity Risk Management

- Adhere to (and develop as appropriate) the Celebrity Engagement Assessment framework/due diligence protocols created by the celebrity team that set out the organisation's engagement with celebrities.
- Research and advise the organisation on potential conflicts of interest.

Research

- Contribute to the development of the Celebrity engagement strategy by carrying out research into existing and potential new supporters.
- Assist the Head of Celebrities and Events and the Events and Celebrities Manager with administration and research around potential Patrons for the Charity.
- Research and design effective stewardship plans for existing supporters, working with key internal and external stakeholders to achieve buy-in, ensure effective reporting and demonstrate impact.
- Be proactive in spotting and seizing opportunities to engage new and existing talent and agents.
- Keep abreast of celebrity support within the charity sector – gaining insight, sharing knowledge, and representing Age UK and Age International.

Must haves:

- Proven experience of working with and influencing celebrities/VIPs and their agents, securing high level support for charity campaigns and events.
- Strong social skills and proven experience of communicating with a wide range of audiences and stakeholders (written and oral).
- Relationship building skills and proven networking experience.
- Excellent organisational, planning and project management skills.
- Ability to prioritise workloads, manage competing demands and work under pressure to tight deadlines.

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- Self-motivated and proactive, with a can-do attitude.
- Excellent attention to detail.
- Good working knowledge of MS Office products and databases.
- Understanding of risk management.
- Excellent problem-solving skills.
- Ability to work collaboratively.
- A keen interest in celebrities and entertainment news, and knowledge of digital influencers.
- Be an expert in your field and provide consultancy to your colleagues when needed around how celebrities can add value to their campaigns and projects.
- Experience of managing multiple and often conflicting priorities.

Any other details:

- Assist at celebrity visits/appearances and events that may fall outside of office hours, including travel and overnight stays.
- Be required to attend external meetings in person, representing Age UK and Age International.
- Demonstrate empathy and understanding for the issues faced by older people.
- Work and support across the wider Events and Celebrities Team as required.
- This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role. Therefore, this role description does not describe any individual role holder.
- In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.

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