

SENIOR EVENTS AND SPECIAL PROJECTS MANAGER

Duration:	Fixed Term - until 19 December 2025.
Salary:	£50,000 per annum
Job Level:	Level 3
Hours:	35 hours per week. Other flexible arrangements will be considered. Occasional evening and weekend working will be required around the key campaign delivery periods.
Disclosure Level:	Basic.
Reports to:	Head of Soccer Aid
Location:	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

The Soccer Aid Team is a project team that brings together key specialisms from across the organisation to deliver *Soccer Aid for UNICEF*. The multi-functional team works with departments across UNICEF UK and stakeholders at ITV, Initial and Soccer Aid Productions* to deliver UNICEF UK's biggest broadcasted fundraising event to create a better world for every child.

*UNICEF UK has partnered with Triple S Sports and Entertainment Group to create Soccer Aid Productions Ltd (SAP) to deliver the commercial elements of the campaign.

ABOUT SOCCER AID FOR UNICEF

Soccer Aid for UNICEF brings together two teams of celebrities and football legends from England and the World XI FC for the biggest celebrity football match in the calendar, broadcast live on ITV. The event started in 2006 taking place every two years and since 2018 has taken place annually. Since its inception, Soccer Aid has raised more than £106million for UNICEF UK, helping to protect the right to play for every child worldwide.

ABOUT THE ROLE

The Senior Events and Special Projects Manager will lead on the strategic planning and delivery of multiple high-value activations and bespoke events, each driving income for Soccer Aid for UNICEF. The postholder will work closely with teams across UNICEF UK and external partners to plan and deliver activations such as celebrity challenge events, fundraising galas and to manage key partnerships with Foundations supporting the campaign via match funding or significant contributions, with Advocacy deliverables.

The role requires a strategic approach, strong attention to detail and excellent project management skills, with the ability to thrive in a fast-paced environment. This is a collaborative role working with multiple colleagues to unlock fundraising opportunities and to deliver excellent supporter journeys and experiences, maximising income and impact for children.

What we will expect you to achieve:

- Collaborate with the Director and Head of Soccer Aid, lead on implementation of a celebrity led fundraising challenge. Oversee the procurement and management of external production companies to ensure the successful delivery of celebrity led challenges and events, including management of event plans and logistics, risk assessments and crisis management. Liaise with talent and media teams to recruit talent and maximise reach and engagement from UK public.
- Lead on strategy and operational delivery of a wide range of high value fundraising opportunities, working with SAP and Partnerships and Philanthropy (P&P) directorate to ideate, develop and deliver activations such as fundraising galas and third-party events, ensuring activities are audience led, achieve income targets and that P&P teams are able to maximise long term value and stewardship of supporters.
- Operational delivery of multi-million Foundation partnerships (e.g. match fund partners) ensuring the partnership achieves shared objectives and maximises cause-led exposure for partners through robust activation plans and close collaboration with internal and external stakeholders. Aligned to partner objectives, lead on internal collaboration to facilitate Parliamentary and Advocacy led deliverables and activities.
- Oversee UNICEF UK planning and delivery of Soccer Aid Training Week, including team travel, briefings and integration of activities with partners and talent teams.
- Strategic direction of public engagement activations working with the Content Manager and Marketing Manager who will be responsible for operational delivery.
- Proactively identify and implement efficient ways of working using excellent project management skills to ensure alignment and successful delivery across teams. Work with internal teams to ensure all activity is delivered in a safe, legal and compliant manner, bringing teams together to achieve success.
- Management of designated fundraising budget through efficient and accurate monitoring, reporting and reforecasting of income and expenditure, maximising return on investment and net income.
- 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.
- Insight-led and data driven to ensure all fundraising initiatives are developed according to supporter needs and in response to a deep understanding of market trends and insights.

Collaboration

- Consults others and shares expertise, know-how and ideas with colleagues for best results.
- Values diversity, respecting and drawing on colleagues' different perspectives, skills, experience, and knowledge.
- Adopts an innovation mindset, prepared to use insights to develop new ideas and embed a test and learn approach.

Communication

- Conveys complex or difficult ideas using a variety of methods to engage an audience and win understanding and support.
- Anticipates and responds to the needs of an audience, adapting content, style, language, and use of channel to deliver maximum clarity.
- Works collaboratively with all stakeholders, drawing connections and encouraging cross-organisational working.

Efficiency and effectiveness

- Manages conflicting priorities to ensure objectives are achieved, and deadlines met.
- Suggesting simplifications to overly complex ways of working to improve results.
- Systematically plans projects to maximise performance and cost-effectiveness.
- Anticipates risks and puts plans in place to minimise their impact.
- Evaluates work, learns from results and adjusts strategies to provide the best results for children.

Negotiating and influencing

- Uses a range of approaches to gain commitment, tailoring information in terms of content and format.
- Maintains a win-win approach by balancing achievement of both UNICEF UK's and our external partners' objectives.
- Takes a solution focused approach to problem solving to succeed in difficult circumstances.

Results focused

- Prioritises and sustains focus on work that will have the greatest impact on agreed aims.
- Reviews results and extracts learning to optimise future performance.
- Anticipates internal/external challenges that could impact Unicef UK's work and adapts approach accordingly.

Relevant experience

- Knowledge and experience of implementing high-profile talent fronted fundraising activations aligned to audience insights and motivations.
- Experience working with external event production companies.
- Experience of strategic planning and delivery of high-value fundraising and stewardship events.
- Experience of managing multi-million-pound partnerships.
- Experience of working with talent and media teams to maximise reach and engagement through fundraising activity.
- Demonstrable experience of best practice project management

Specific knowledge and skills

- Knowledge and understanding of working with high profile celebrities.
- Understanding of philanthropic motivations and giving mechanisms.
- Ability to work in an agile environment, prioritising a varied workload and anticipate challenges before they arise.
- Demonstrable experience of managing senior stakeholders both internally and externally to achieve impact.
- Strong financial management, planning and monitoring skills.
- Understanding of Salesforce SRM beneficial.
- Understanding of fundraising compliance and GDPR regulations.