Our Values:

Honest Kind Learning Sustainable Ambitious Effective

JOB DESCRIPTION

Job title	Senior Events Executive
Accountable to	Events and Partnerships Manager
Location	Based at the main hospice in Pembury, Kent with regular travel across West Kent and East Sussex. Up to 40% of time working from home.
Hours	Full time (37.5 hours per week)
Direct reports	Relationship Fundraising Assistant and Fundraising Volunteers
Scope & Job Purpose	As a key member of the Public Fundraising team, this role works closely with the Events and Partnerships Manager to develop and expand Hospice in the Weald's events programme. The role project manages the full lifecycle of fundraising events, ensuring their successful delivery through effective planning, marketing, logistical coordination and compliance with health and safety requirements. Building strong relationships with supporters, volunteers, suppliers and colleagues across the organisation will be central to the role, alongside analysing fundraising performance and insights to drive income growth and achieve the best possible financial outcomes for the charity.
Key responsibilities	**Events Management and Deliverables** • Manage events in the hospice-owned portfolio, ensuring they achieve financial targets set in the annual fundraising budget, in order to generate net income and ensure their continued success into the future. • Oversee the management of the challenge events portfolio, working with the Relationship Fundraising Assistant to ensure that they achieve financial targets set in the annual fundraising budget. • To drive forward the planning, management and implementation of our portfolio, delivering exceptional supporter experience. • Prepare and agree all briefs and supporting documentation required for events, liaising with all internal and external stakeholders to support successful delivery of the events. This includes risk assessments and marketing briefs. • Ensure comprehensive marketing plans are designed and implemented for the success of the events. Working closely with the Communications Team on the delivery. • Manage relationships with external agencies and suppliers, ensuring effective and timely delivery of marketing activity. • Deliver excellent event experiences for our event participants, ensuring they feel valued and supported. • Develop outstanding multi-channel supporter journeys.

	• Support the development and optimisation of digital fundraising journeys, registration platforms and supporter communications to maximise participation and income. • Assess event trends and conduct thorough research to identify recommendations for the introduction of new income generating events. • Working closely with other Relationship Fundraising Executives in Community and Business Partnerships, identify opportunities to increase sponsorship engagement at events. • Attend events as needed, where presence is impactful and necessary.
	Management and Leadership • Line management of the Relationship Fundraising Assistant who oversees challenge events within the hospice's event portfolio. • Recruit and coordinate the activity of volunteers, supporting and empowering them to help with fundraising activities and weekly data imports.
	Communications and Teamwork • Build excellent working relationships with key suppliers, managing negotiations and contracts to ensure we are always securing the best deal. • Work closely with all Relationship Fundraising Assistants to ensure a top-quality service to our supporters, providing full communication briefs and fundraising support. • Engage internal stakeholders and the wider organisation with events and products through creative and innovative means. • Build existing, and develop new relationships with contacts, groups, venues and organisations across Kent and East Sussex to actively support and promote events.
	Finance and Budget • Working with the Events and Partnerships Manager assist with budget setting, monitoring and analysis for allocated events. • Accountable for achieving agreed event income, participation and net contribution targets. • Work with the Fundraising Data Executives to ensure that the data in our CRM and registration platform is accurate at all times. • Regularly monitor, evaluate and analyse events, providing updates and recommendations for development based on data driven insight. • Monitor income, participation, monthly management accounts and key performance indicators, providing commentary as required.
	Working with due diligence • Ensure that all fundraising activity is compliant with relevant regulation e.g. General Data Protection Regulation (GDPR); Information Commissioner's Office (ICO); Fundraising Regulator, and any appropriate successor bodies. • Ensure all donor, supporter and customer data is of the highest quality and standard. Maintain database records with up-to-date information.

	Training and Development • Ensure you maintain knowledge and understanding of our latest guidelines, changes to any policies and completion of annual mandatory training. • Communicate any training and development needs to your line manager. • Proactively maintain awareness of initiatives and innovation across the sector. • Monitor and evaluate wider fundraising activity and competitors to develop and inform own practice.
	General • Always uphold Hospice in the Weald's values. • Maintain professionalism and work within the boundaries of Hospice in the Weald policies. • Maintain personal development through regular Annual reviews and regular 1-1 meetings. • Hold a valid UK driving licence and access to a reliable vehicle.

Person Specification

Qualifications	• No specific qualifications are required, but please share details of any relevant qualifications or training in your application.
Experience	• Experience in events management, ideally within a charity and fundraising environment or proven transferrable skills. • Experience of working within a fundraising environment or proven transferrable skills. • Experience of working within marketing for events. • A proven track record of building external relationships with internal and external stakeholders. • Experience of managing and monitoring income and expenditure budgets.
Essential Skills	• Strong verbal and written communication skills. • Excellent time management skills with the ability to effectively manage competing priorities whilst keeping to deadlines. • Highly organised with good attention to detail. • High level of computer literacy and numeracy skills. • Able to multi-task and work to tight deadlines. • Resourceful individual who demonstrates initiative and willingness to learn. • Ability to work well under pressure, adapting plans or re prioritising workloads to accommodate the changing needs of the team. • A full UK driving licence and access to a suitable vehicle is required due to the nature of this role.
Desirable Skills	• Experience of working with a charity CRM such as Raiser's Edge or Donorflex. • Experience of line management

Personal attributes	• A positive attitude to the role with a strong work ethic and a genuine desire to seek opportunity, maximise income and support the work of Hospice in the Weald. • Ability to work well as a part of a team • Confident in working independently and taking initiative in events and projects. • A solution-focused approach to all events and projects.

Helping out - Fundraising Activities

Hospice in the Weald is a registered charity and not part of the NHS. We rely on support from the community we serve, to enable us to develop and deliver our services.

Our amazing fundraising team work incredibly hard to put on a full calendar of events every year and we will ask you to help out at two events per year. There is something for everyone and helping out is a great way to meet other staff and volunteers from across the organisation but above all it is fun! Other events worked as a part of your role will be subject to our TOIL policy.