

Bespoke Events Manager

Prostate Cancer Research

Working hours: 35 hours per week.

Salary: £41,150 – 45,850 - dependent on experience.

Team: Events & Community team, within the Public Fundraising department

Location: We have flexible working arrangements, so you can choose to be office based, remote or hybrid, although the Events team tend to work together once a week when possible at our office in Holborn, London. You'd also be needed to travel (mostly to London) for events, team building and strategy days on an ad-hoc basis.

Contract: Full time, permanent.

Job Description

This is a great time to join PCR's Events & Community team as we expand the team off the back of raising over £1.3m (against a target of £800k) in 2023-24. We've had a really successful year with good results across our portfolio, so we're excited to be recruiting a brand-new role to focus on PCR's bespoke events and finding the successful events of the future!

We are therefore looking for a proactive team player to join us and lead the innovation and delivery of our programme of PCR-owned fundraising events. This will include our flagship challenge Snowdonia for Science, as well as leading product development of new challenge, community fundraising and special event propositions. The Bespoke Events Manager will also work with colleagues across the organisation to support other strategic and stewardship events.

The position reports to the Head of Events & Community, and will line manage one Events & Community Officer. Collaboration will be a big part of the role, especially with the Virtual & Challenge Events Manager (VCM) who leads our virtual fundraising and third-party challenge events.

Key Responsibilities

As Bespoke Events Manager, we would be very keen to work with you to develop and shape this into an exciting and meaningful role for you. We prioritise our team members' development, and there will be a % of time available to work on other areas of the portfolio for development and interest. However, your main focus would be:

Project management

- Project manage PCR's flagship challenge 'Snowdonia for Science', an amazing community event now entering its 16th year and forecast to raise £100k in 2024. This event is well-established but with plenty of room for you to make your mark, grow and improve the event.
- Project manage new events & community products as they are developed and tested, including end-to-end planning and delivery.
- Design and deliver ambitious fundraising budgets for your projects which contribute net income towards PCR's lifesaving mission.
- Create good relationships with suppliers, venues, agencies and consultants to ensure great value.
- Lead the stewardship of fundraisers taking part in your events, boosting income and using feedback to continually develop positive journeys, experiences and opportunities for supporters.

- Alongside the Head of E&C and others, support the development and delivery of other events, including high value fundraising & stewardship events, and plans for a conference style event in collaboration with PCR's Research & Comms and Patient Projects teams.

Product development and innovation

- A key part of the role, you'll spend a good proportion of your time developing and testing new fundraising propositions, taking a test & learn approach. For this, there are realistic budgets and an understanding of the investment needed to try new ideas.
- Product development will include special event product testing and at least one new community fundraising product in 2024-25.
- Maintain a good level of understanding of PCR's existing (and target) supporters in order to create and implement products and stewardship that motivate and inspire them.
- Alongside the Head of E&C and the VCM, embed a culture of innovation and supporter insight in the team.
- Proactively collaborate internally, working with other teams to identify opportunities for new events, activities and stewardship journeys that meet Prostate Cancer Research's objectives.

Team leadership

- Line manage one Events & Community Officer, overseeing their work, guiding them to improve & innovate in their role, and supporting their professional development.
- Work closely with the Head of E&C and the VCM on team strategy, capacity planning and ways of working.
- Alongside the VCM, take a lead role on developing processes and infrastructure across the team including for stewardship, content, data and compliance.
- Attend and contribute to meetings, sharing new ideas and learnings that might be useful for the wider team.
- Work with the Head of E&C and the VCM to embed and model PCR's organisational values in the Events. Our values include: innovation, collaboration, accountability and championing the patient voice.

As with everyone in the Public Fundraising team, the Bespoke Events Manager may also get involved with other projects and tasks as appropriate to support all our activities.

Skills and Competencies

Our ideal candidate would have:

- A willingness to get stuck in, proactive attitude and eagerness to learn.
- Confident event and project management skills, including end-to-end planning, budgeting & results tracking.
- An understanding and (ideally) experience of product development in a fundraising context.
- The ability to see opportunities and drive progress in existing events and finding our next successful ones!
- Excellent organisation skills and an ability to identify the most valuable use of your time.
- Great communication and stakeholder management skills.
- The ability to motivate and inspire a range of audiences through relationship building and storytelling.
- Good attention to detail and IT Skills.
- A strong belief in the work we do at PCR.
- Committed to PCR's values – innovation, collaboration, accountability and championing the patient voice.

How to apply?

Please send your CV and a short supporting statement (maximum 1 side of A4) outlining why you want role and why you think you'd be a good fit, giving some examples of previous experience.

Deadline for applications is 13th May. Successful applicants will be invited to interview on w/c 20th May.