

# Job Description



<b>Job title:</b>	Senior Special Events Executive
<b>Department:</b>	Brand, Marketing and Fundraising
<b>Reporting to:</b>	Community and Events Manager
<b>Salary:</b>	£47,382 per year
<b>Hours:</b>	35 per week
<b>Location:</b>	Based at Universal house, Wentworth Street, London. Working from home is an option in line with Crisis' homeworking policy (minimum of one day a week in the office).
<b>Contract type:</b>	Permanent

## Aim and influence

- To support the Community and Events Manager in developing and implementing Crisis' special events strategy.
- To take responsibility for the operational management and delivery of agreed special events to ensure their success, meeting income targets and keeping within expenditure budgets.
- To collaborate with other teams such as Philanthropy, Corporate Partnerships, Policy and External Affairs and Client Services to support or deliver income generation and/or cultivation events.
- To be responsible for identifying and developing new initiatives
- Keep up to date with the fundraising market, identifying trends and competitor activity and regularly research potential third-party or supporter-led fundraising events and other charity projects and partnerships.

## Financial and supervisory responsibility

- Responsibility for event budgets
- Responsibility for managing relationships with senior events volunteers and committees as required

### Other key details

- Crisis' current hybrid working policy requires staff to work from a Skylight or a Crisis Office for at least one day a week or two days per fortnight.
- Evening and weekend work may be required for which TOIL in line with the policy will be given

### Job responsibilities

#### Event management and delivery

- To deliver a programme of in-person supporter events according to agreed plans (estimated 2-3 larger events per year, to be determined by postholder in collaboration). This includes delivering existing events including the annual Carol Service, as well as helping us pilot and develop our portfolio.
- Lead responsibility for special events including budget management, invite lists, excellent stewardship, and fundraising, working with the Research Executive and database team, and in consultation with relationship managers
- Responsibility for operational running from start to finish to include logistical delivery, supplier management, reporting, debrief and evaluation

#### Communication and relationship management

- To work with and manage relationships with senior volunteers / events committees as required
- To build relationships and engagement for special events across Crisis and engage with internal and external stakeholders to identify opportunities.
- Work with the Marketing and Communications team to produce materials for special events, including content creation and design, copy and feeding into marketing strategies

#### Strategy, planning and reporting

- Assist the Community and Events Manager in the development and implementation of Crisis' special events strategy to deliver engagement and income
- Collaborate with the Philanthropy, Partnerships and Talent teams to help identify celebrities, high value and corporate accounts to support special events, as well as securing live and silent auction or raffle prize donations, sponsorship and gifts in kind.
- Be an active member of the Relationship Fundraising team and wider Brand, Marketing and Fundraising team, contributing positively to future planning as required.

### General responsibilities

- Ensure that Crisis' values and supporter-in-the-room ethos are embedded in all decision making.
- Actively encourage and support member involvement within Crisis.



- Develop an understanding of homelessness and Crisis' aims.
- Respect and meet professional standards in Fundraising and Data Protection, as published by the Institute of Fundraising, Charity Commission and the Fundraising Regulator.
- Follow Crisis' policies and procedures, including health and safety.
- Carry out other reasonable duties that may be required.
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### Person Specification

#### Essential

- Experience of developing and managing creative special event programmes
- Excellent communication skills and experience working with high value donors and high-profile individuals
- Providing excellent stewardship and maintaining productive relationships with key stakeholders, including event committees, attendees
- Experience of writing engaging content, scripts, event briefs, invitations and emails
- Creating solutions or responses to problems related to event coordination
- Experience of supporter, customer and/or supplier relationship management
- Experience of multi-tasking and prioritising activities
- Experience of working under pressure and to tight deadlines
- Experience of working in a team and collaborating across teams and departments
- Working with a database to manage an event
- Demonstrable personal and professional commitment to uphold the principles and practices in relation to equality, diversity and inclusion.
- Commitment to Crisis' purpose and values

#### Desirable

- Strategic development and implementation of new event concepts
- Producing events in the charity sector

*We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.*

## Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

**The person specification requires a qualification or experience that I do not have. Is it still worth me applying?**

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

**Can I apply by sending my CV?**

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

**What should I do if I can't complete an online application?**

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

**Does Crisis use Artificial Intelligence (AI) technology for shortlisting?**

Crisis does not use AI technology for shortlisting applications or throughout our recruitment process.

**Can I use Artificial Intelligence (AI) technology for my application?**

We strongly discourage applicants from using AI technology at any stage of the recruitment process. This is so we can run a fair, transparent process which gives all applicants an equitable chance of success. We want to hear about your own experience and perspectives in your application and if shortlisted, during the interview too.

**How can I maximise my chance of being shortlisted?**



It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

**Please note!** If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

#### How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

#### If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

#### Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

#### Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

#### I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.



## Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) for support.