

### Individual Role Profile

<b>Title:</b>	Sleep Out Events Manager
<b>Career Family:</b>	Fundraising
<b>Grade:</b>	C (Location: London)
<b>Reports To:</b>	Head of Mass Participation and Events

### Summary of Role

The Sleep Out Manager plays a vital role in implementing our Sleep Out strategy. This is in line with Nationwide Building Society’s three-year sponsorship of Sleep Out and maximising the potential of this investment and partnership to help grow income.

Heading up a team of three, this role is responsible for overseeing the successful delivery of our portfolio of Sleep Out events, including leading a cross-departmental working group to deliver our corporate event. The role requires multiple stakeholder-management at all levels within and outside the organisation.

You will be an ambitious and highly motivated individual, with excellent project management skills. You will also be an excellent communicator, with the ability to form strong relationships externally and internally, including engaging with a range of stakeholders at all levels.

### Key Results Areas/Success Measures

<b>KR 1:</b>	<b>Successful operational delivery of Corporate Sleep Out</b>
Success Measure:	<ul style="list-style-type: none"> <li>• Lead working group and create project management plans, overseeing task delivery and planning milestones to ensure cross-team objectives are met, keeping stakeholders informed and motivated.</li> <li>• Work with the Corporate team to regularly review the aims and objectives of the event, making changes whether necessary to achieve organisational goals.</li> </ul>
<b>KR 2:</b>	<b>Lead, manage, motivate and develop the Sleep Out team</b>
Success Measure:	<ul style="list-style-type: none"> <li>• Create a positive and inspiring culture, which empowers team members to achieve their best in line with agreed plans and indicators.</li> <li>• Line manage and motivate the Senior Officer, including supporting development needs and monitoring objectives, through regular catch ups and 1-1’s.</li> <li>• Organise regular team meetings and planning sessions to engage with and involve team in planning process throughout the year.</li> <li>• Give and seek feedback to/from team to build and maintain honest and open working relationships.</li> </ul>

<b>KR 3:</b>	<b>Delivery and management of Sleep Out budget</b>
Success Measure:	<ul style="list-style-type: none"> <li>• Responsibility for annual planning and budgeting for the Sleep Out portfolio, managing budgets and quarterly reforecasting.</li> <li>• Responsibility for the achievement of financial targets. Ensure income, expenditure and attendee numbers are closely monitored and underperformance is flagged in a timely fashion, in order to formulate contingency plans to achieve targets.</li> </ul>
<b>KR 4:</b>	<ul style="list-style-type: none"> <li>• <b>Play a lead role in implementing a strategy that maximises the income potential of the Sleep Out portfolio.</b></li> </ul>
Success Measure:	<ul style="list-style-type: none"> <li>• With support from the Head of Mass Participation &amp; Events, work with key stakeholders, including an external marketing agency to continue developing and implementing a successful marketing strategy for the Sleep Out portfolio.</li> <li>• Work closely with the Nationwide Corporate Partnership team to maximise the impact of the partnership and strive for long-term growth.</li> <li>• Using past and ongoing insight, lead the team to implement an improved supporter journey, that increases conversion and average gift.</li> </ul>

#### Other Tasks/Success Measures

<b>Task 1:</b>	<b>Support the wider Mass Participation &amp; events team to achieve targets.</b>
Success Measure:	<ul style="list-style-type: none"> <li>• Communicate regularly with Head of Team, Senior Special Events manager and other team managers, sharing expertise &amp; challenges, to support peers and problem-solve.</li> <li>• Help train new staff and participate in their induction to Centrepoint</li> <li>• Attend fundraising events at some evenings and weekends.</li> </ul>
<b>Task 2:</b>	<b>Work with colleagues across the wider department and organisation to create a strong environment and ensure Fundraising objectives are achieved.</b>
Success Measure:	<ul style="list-style-type: none"> <li>• Play an active role in the Fundraising department, promoting positive, effective working, innovation and best practice, participating in cross organisational working groups and projects &amp; actively contributing at internal meetings and away days</li> <li>• Work collaboratively across the organisation, building strong working relationships and networks to achieve Centrepoint's wider objectives.</li> </ul>
<b>Task 3:</b>	<b>To undertake other duties commensurate with the post, as delegated by your manager.</b>

## Role Specification

Knowledge, Skills and experience			
	Essential	Desirable	Assessment
Experience of planning, designing and delivering successful large-scale events that achieved income target.	✓		AF/I
Experience of developing and delivering successful multiple-stream marketing plans to new and existing audiences.	✓		AF/I
Experience of leading project teams/working groups.	✓		AF/I
Strong face-to-face relationship skills, and the ability to manage internal and external stakeholders, difficult conversations and complaints.	✓		AF/I
First-class donor management skills, delivering outstanding supporter experience for community and events fundraisers.	✓		AF/I
Ability to manage a busy and varied workload, seeing ways to work more efficiently and delegate where needed.	✓		AF/I
Experience of developing supplier relationships		✓	AF/I
Ability to use IT systems and programmes databases	✓		AF/T
Experience of preparing and working to budgets and achieving set targets		✓	AF/I/T
Ability and desire to support the wider team and department to achieve objectives/targets.	✓		I

### Equal Opportunities

All employees have a legal and moral responsibility to ensure that Centrepoint's workplace is free from discrimination, harassment and bullying.

### Centrepoint Values

All staff at Centrepoint are expected to work according to our six values. Below are examples of the behaviours expected for each of them. These will be assessed at interview and are included here to inform your expectations of the type of person we are looking for to join our organisation.

<p><b>Integrity</b></p> <p><i><b>We always put the good of young people and Centrepont first</b></i></p> <ul style="list-style-type: none"> <li>• We commit to living these values in our professional lives at Centrepont</li> <li>• We work hard to build trust and productive relationships</li> <li>• We are honest and transparent</li> <li>• We confront issues early in a direct and constructive way</li> </ul>	<p><b>Energy</b></p> <p><i><b>We are ambitious for young people and we have relentless drive, commitment and resilience to achieve that</b></i></p> <ul style="list-style-type: none"> <li>• We act decisively, using our energy to deliver and exceed expectations</li> <li>• We understand our strengths and use them to strive for excellence</li> <li>• We have creative optimism and we embrace change and drive it</li> <li>• We have the courage and stamina to make tough decisions and see them through</li> </ul>
<p><b>Humility</b></p> <p><i><b>Our work is a service that supports and challenges each person in our sphere of influence to fulfil their potential and ensure that they are engaged and inspired to perform</b></i></p> <ul style="list-style-type: none"> <li>• We show empathy, sincerity and are servant-hearted in our approach</li> <li>• We are self-aware; continuously seeking to improve and we take full responsibility for our own development</li> <li>• We offer to help without hesitation and ask others for support when we need it</li> <li>• and about each other; using that knowledge to work better together.</li> </ul>	<p><b>Entrepreneurial</b></p> <p><i><b>We are enterprising and innovative – professional, optimistic and always thinking about how to improve</b></i></p> <ul style="list-style-type: none"> <li>• We are commercially aware and financially conscious</li> <li>• We communicate well and bring people with us</li> <li>• We know and understand our business and the impact of both internal and external forces</li> <li>• We always ask ourselves how it can be done better; we are more ‘why not?’ and have the flexibility to adapt</li> </ul>
<p><b>Accountable</b></p> <p><i><b>We know what we have to do and why. We have high standards and expectations of ourselves</b></i></p> <ul style="list-style-type: none"> <li>• We have a clear direction and are fully accountable for delivery in our area</li> <li>• We take personal responsibility to deliver and exceed expectations</li> <li>• We seek and gain the commitment of others; helping others to achieve what they need to do, by inspecting what we expect.</li> <li>• We celebrate success and reward the right behaviour at the right time; fully supporting the appropriate challenge of inappropriate workplace behaviours</li> </ul>	<p><b>Focused</b></p> <p><i><b>We deliver for and with young people in a way that is creative, inspiring and enjoyable</b></i></p> <ul style="list-style-type: none"> <li>• We put young people at the heart of all we do</li> <li>• We are mindful of risk, seeking to be risk intelligent</li> <li>• We create a collaborative spirit where people are treated equally with respect</li> <li>• We focus relentlessly on results</li> </ul>