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| Job title: | Special Events Manager |
| Location: | Hybrid (minimum 2 days in the Head Office, SE1 and more as required during event weeks) |
| Department: | Development |
| Reporting to: | Associate Director of High Value Engagement |
| Direct reports: | Special Events Officer – Fixed Term |

Main purpose of role:

To develop and deliver Muscular Dystrophy UK's exciting Special Events portfolio, working closely with the Associate Director of High Value Engagement and direct line management of the Special Events Officers to achieve agreed objectives and fundraising targets.

The main focus will be:

- Planning and implementation of our current Special Events programme which includes gala dinners, celebrity fundraising events, and Clay Pigeon Shoot Day
- Working closely with Special Event committees on table/ticket sales and securing auction prizes
- Developing Muscular Dystrophy UK's Special Events, introducing new events to the calendar and contributing to the development of the events portfolio.
- Developing relationships with event committee members and partner organisations and suppliers to ensure long term charity involvement

Working collaboratively within the High Value Engagement team to identify prospects from Special Events that can be stewarded to create long term high value relationships across the organisation

Main tasks and responsibilities:

- Contribution to the team's net income target through successful delivery of the Special Events portfolio and select major donor events

- The current special events portfolio includes the Microscope Ball, Q Trust Quiz, Celebrity Sports Quiz and Charity Clay Pigeon Shoot Day, with two to three one-off events additional each year
- Managing these events within the agreed budget
- Ensuring that high quality supporter relationship management is maintained for all attendees
- Co-ordinate all aspects of planning and implementation of the special events programme. This includes creating strategic plans, working with the committee to cultivate attendance, organising logistics, managing the expenditure budget and achieving income targets.
- Management of all special event committees which includes organising and chairing meetings, sending minutes and keeping them informed of the charity's work.
- To develop and implement marketing plans to promote the events, to work with designers to produce support materials, adverts and implement mailing strategies to support these events.
- Ensure all invoices and pledges are paid within the agreed timeframe.
- To work cross functionally, specifically with the corporate/operations/marketing team.
- To ensure that relevant databases, computerised and manual records are kept up to date relating to existing and potential event participants.
- Responsible for all fundraising elements on the night and developing ways to improve event fundraising at each event
- To regularly update the event's work plan, for discussion with Associate Director of HVE
- Play an active role in the life and development of the team, the development team and the charity as a whole.
- To handle any other duties as defined by the Associate Director of HVE.

Staff Management:

- To provide line management for the Special Events Officers. Providing support for their growth and personal development, conducting regular 1:1 meetings and appraisals, monitoring and reviewing performance against objectives.

Initiative:

- Initiative in maintaining good relationships with committee members and colleagues across the charity to assist in joint working, strengthen communication, solve problems and to ensure that the charity's objectives are met.
- Initiative in maintaining a high level of sensitivity and tact when liaising directly with people affected by muscle-wasting conditions.

Values and behaviours

- A positive attitude and approach that reflect the charity's values.
- To contribute to the development of the charity and the development team.

- A commitment to and an understanding of disability issues, equal opportunities and diversity.
- To demonstrate role model behaviour at all times.

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| Experience | |
| Experience in charity fundraising events organisation either in the voluntary or corporate or commercial sector | Essential |
| Track record of success in delivering events to target and budget | Essential |
| Experience of using a database (preferably Microsoft Dynamics) | Desirable |
| Experience of producing promotional materials/writing applications | Desirable |
| Personal qualities and knowledge | |
| Enthusiastic, highly motivated and a positive attitude | Essential |
| Creative – good lateral thinker | Essential |
| Tact, diplomacy and an ability to maintain confidentiality | Essential |
| Strong interpersonal skills | Essential |
| Ability to work cross-functionally | Essential |
| Positive and flexible attitude to work particularly new initiatives | Essential |
| Highly organised and efficient | Essential |
| Skills | |
| Developed writing skills for correspondence with an external audience | Essential |
| Strong communication skills to deal effectively in person and by telephone with a wide range of people in a friendly but professional manner | Essential |
| Ability to network | Essential |
| Ability to use research techniques | Essential |
| Ability to develop strategy and to prepare monthly work plans/reports for the Head of Events and Regional Development, which meet measurable targets | Essential |
| Competence in using Microsoft Word, Excel and databases | Essential |
| Numeracy | Essential |
| Details | |
| Hours – 35 per week, some evening and weekends required. | |
| Holidays – 25 days | |
| Flexible approach to working hours and willingness to work outside normal office hours when necessary. Time off in lieu will be provided | |