



JOB DESCRIPTION

Senior Event Manager

PURPOSE OF THIS JOB

You will be responsible for the strategic event planning of Wings for Life's outstanding events portfolio: developing, managing and delivering owned Wings for Life and third-party events, whilst maximising fundraising and awareness of the charity and helping the wider team to reach their strategic goals. You will take a creative and entrepreneurial approach to expanding the event portfolio and enhancing existing events.

MAJOR RESPONSIBILITIES

Event Management:

- To lead, develop and drive the strategy and business development plan for events year-round. Establish objectives, budgets, resource allocation and planning.
- To develop, project manage and deliver:
 - a. **Fundraising events** - ensuring a premium and unique supporter experience,
 - 1. **Mikey's Mountain Mikes** (existing skiing event)
 - 2. **The Clay Day** (existing clay pigeon shoot)
 - 3. **2 x Golf days** (existing: 1 x owned / 1 x supporter led)
 - b. **Third party events**, joint ventures, and any events where Wings for Life have a vested interest/benefit, ensuring excellent planning, on-the-day delivery and post-event follow up:
 - 1. Wings for Life World Run: www.wingsforlifeworldrun.com
 - 2. Red Bull beverage events: Pole Position, Red Bull Soapbox and Red Bull Hardline
 - 3. London Marathon 2027: lead on resource, recruitment and communications planning to maximise the opportunity.
 - 4. Any other 3rd party events that arise and are in line with our strategic direction
 - c. **New Owned events**: Develop ideas and research opportunities for new WfL owned events, internal and external to Red Bull universe
- To meet ambitious income targets and achieve significant growth
- To work closely with the CEO, Director of Development, Senior Manager: Special Projects and Partnerships Senior Manager, supporting their cultivation strategy at Owned events. Taking on the event management detail leaving them to focus on the relationship development.
- Work collaboratively with Senior Partnerships Manager to secure, negotiate, and manage event partners and sponsors, including gift in kind partners.



- Leading the team in sending invites, securing auction prizes and other elements that the team get involved with.
- Develop any new event concepts to help team reach their objectives or fill income gaps.

Line Management:

- Line Management of Event & Fundraising Specialist (E&FS)
- Supporting the E&FS in their role of managing individual fundraising (20% of the E&FS role)
- Responsible for E&FS development and training

ADDITIONAL RESPONSIBILITIES

- Budget Management: Create and manage event budgets, ensuring maximum ROI and timely invoicing
- Relationship management of key event stakeholders and WFL ambassadors
- CRM database management

KNOWLEDGE, SKILLS, AND EXPERIENCE

- Proven expertise in event management, with a track record of delivering high-quality, complex events
- Success in developing and implementing new ideas to maximize potential, proactive about chasing new opportunities
- Ability to manage budgets, negotiate, and influence stakeholders
- Experience in developing communication and marketing plans for events
- Creative and innovative thinker, willingness to 'do things differently'
- Understanding of premium and luxury lifestyle brands advantageous
- Able to work under pressure in a fast-paced team environment, working with competing priorities
- Solutions-focused mentality
- Excellent planning and organisational skills
- Excellent relationship management skills
- Confident communicator, including presenting at Board level
- Energy, enthusiasm, and passion for what you do
- Highly self-motivated and capable of working independently
- Able to work as a strong team player who's flexible to support the 'one team' culture
- Fluent in written and spoken English
- We value experience over formal education

Line Manager: CEO of Wings for Life UK

Base: Red Bull UK's London offices, with some flexibility for home working

Travel: 10% (mainly UK)

Direct reports: Event and Fundraising Specialist