

Events Manager Job Description



Job Title:	Events Manager (up to 12 month maternity cover)
Location:	Bispham, Blackpool
Reporting to:	Head of Fundraising
Job Purpose:	To meet targeted income and profit through event fundraising: Leading the research, development, promotion and delivery of Trinity's annual mass participation events. Providing an excellent experience to all participants and a high standard of donor care. To work in collaboration with other members of the Fundraising Team to support overall charity income with a strong focus on growing event income.
Salary:	£28,000
Hours of Work:	37 hours per week. Including some evenings and weekends when required

Specific responsibilities:

- Lead and develop Trinity's calendar of events, taking responsibility for the delivery of a portfolio of sustainable events, which give an effective ROI in terms of income, supporter engagement, donor development and awareness raising.
- Create and follow project plans and budgets for each event to include detailed event delivery schedules and comprehensive risk assessments.
- Develop and implement marketing plans to promote all events including preparing marketing briefs, approving material proofs and organising mailing activities.
- Recruit and manage sufficient volunteers and marshals required to support the safe delivery of all events.
- Develop and maintain relationships with event participants and sponsors, including offering advice, support and encouragement as part of delivering and effective stewardship. Including the development of a range of acknowledgement processes to show appropriate recognition for event participation.
- Lead post-event evaluations to measure the success, learnings and results of events and ensure continual improvement.
- Report monthly on event income, expenditure and ROI performance and revise event plans and budgets when required.
- To work with the Database & Donor Care Manager to ensure effective use of the CRM database (Donorflex), where all event participants' data is captured and individuals and groups are communicated with and developed as future supporters.
- To ensure the highest standard of safety and regulation compliance at all events, undertaking risk assessment as required.
- To work with the Digital Officer to utilise social to promote events and share event stories with the public and to keep the website up to date with event activity.
- To work with the External Communications Manager to ensure all events are well advertised in a timely way across multiple channels and attract participants according to target audience.
- To promote the work of Trinity and Brian House and contribute to the overall fundraising and charity goals of the organisation.
- To build strong local networks with other event managers in other charities and hospices to build knowledge and develop best practice. To regularly benchmark performance across the North West and within the charity and hospice fundraising sectors.
- To manage all event fundraising resources, keeping expenditure to budget and ensuring there is adequate supply of branded marketing materials for events.

- Work with fundraising colleagues and volunteers to ensure an effective administration system for event registrations, donations and sponsorship.
- Work with fundraising colleagues to share learnings and promote other fundraising products and activities.
- Maintain up-to-date knowledge on fundraising and event news, trends, techniques and best practice.
Adhere to the Trinity Hospice financial procedure at all times.
- Provide cover for colleagues as directed by the Head of Fundraising.
- Ensure all activities comply with Charity Law.

General Responsibilities

- To undertake all mandatory training as required by Trinity Hospice & Palliative Care Services and participate in appropriate in-service training as and when required.
- Maintaining the strict confidentiality of all information acquired especially with regard to patients and staff.
- To undertake an appraisal and personal development review annually and through self-development, continuously update and improve knowledge and competencies.
- To manage all volunteers used in your area and to develop effective working relationships providing regular feedback on their performance.
- To take responsibility for being up to date with current policies and procedures and to adhere to these.
- Co-operating fully in the introduction of any new technology and new methods as appropriate.
- Normal working hours are 9am to 5pm Monday to Friday, however, this role will require at times additional hours which will include unsocial hours outside of these times, including weekends. Whilst toil (time off in lieu) is available for these hours, you will be expected to plan your time during a working week to keep toil to a minimum. Effective planning of time is particularly important in the lead up to an event.

Measures of Performance

- The successful and safe delivery of events
- Achievement of event income targets
- Growth of new supporters recruited through events
- Demonstration of donor care
- Demonstration of creativity
- Understanding and interpretation of event and sector trends
- Strong working relationships with colleagues and volunteers across the organisation
- Living Trinity's values and ways of working

Key Competencies

- Planning
- Creativity
- Time Management
- Communication
- Researching & benchmarking

Events Manager Personal Specification

CRITERIA	E	D	ASSESSMENT
Qualifications			
▪ Degree or equivalent	✓		Application form
▪ Fundraising or Marketing qualification		✓	Application form
▪ Project management qualification		✓	
Experience			
▪ Proven experience working in an event management role, developing and delivering large, high profile, mass participation events, from inception to delivery	✓		Application form/Interview
▪ Experience of event fundraising in the charity sector or similar		✓	Application form/Interview
▪ Marketing and promoting a wide range of events to a range of different target audiences through varied media channels	✓		Application form/Interview/Test
▪ Proven ability to balance a demanding working load with multiple ongoing projects and meet tight deadlines	✓		Application form/Interview
▪ Proven experience of meeting financial targets and managing expenditure budgets	✓		Application form/Interview
▪ Using databases for marketing and promotion activities as well as donor care and financial reporting	✓		Application form/Interview
▪ Supervising with volunteers and working with a range of different audiences and individuals		✓	Application form/Interview
Personal Skills and Characteristics			
▪ Excellent communication skills	✓		Interview
▪ Excellent team working skills	✓		Interview
▪ Creative and innovative	✓		Interview
▪ Excellent organisational and time management skills	✓		Interview
▪ Good negotiator	✓		Interview
▪ Pleasant, approachable and confident personality	✓		Interview
▪ Excellent attention to detail and accuracy	✓		Interview
▪ Works well under pressure	✓		Interview
Other			
▪ Full driving licence, with access to own car and appropriate business insurance	✓		Interview
▪ Willingness and ability to work outside of office hours, including weekends.	✓		Interview
▪ Good knowledge of area and geography and social structure		✓	Interview
▪ Willingness to attend courses and conferences to widen understanding and skills of fundraising and events.	✓		Interview