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| **Job title: Fundraising Events Officer** |
| **Band: 15** |
| **Group: Income Generation & Commercial Development** |
| **Work location: Longfield Community Hospice** |
| **Responsible to: Senior Fundraising Manager** |
| **Responsible for:** |

# Job purpose

The Fundraising team plays a vital role in income generation and is responsible for raising funds to cover the cost of providing our care. Along side this we work closely with the marketing team and use fundraising functions such as our events to raise awareness of the Hospice and the work we do, securing as many new supporters as possible.

The Fundraising Events Officer will be responsible for planning, organising and delivering a calendar of fundraising events with a key emphasis on income, supporter experience and supporter recruitment. In addition they will be responsible for working with other departments across the organisation to support with non-income related events.

## Main duties and responsibilities

* Support the management, planning and organisation of events, including the recruitment and management of volunteers and service providers, securing of venues, suppliers and entertainment, as appropriate.
* Undertake risk assessments on events for both health and safety and cost efficiency.
* Provide opportunities for other income lines within events such as corporate sponsorship or lottery canvasing.
* Work to deadlines and targets within an agreed budget.
* Ensure all income is received and acknowledged in accordance with agreed policies and procedures.
* Supporting the design, copy and production for supporter journey communications relating to events, in conjunction with the Fundraising and Marketing team to adhere to brand guidelines and Fundraising regulations.
* Ensure accurate and critical evaluation are carried out for each event to allow for accurate reporting against KPI’s as well as to help improve the function going forward.
* Research and develop opportunities for future fundraising events, taking into consideration other ares within fundraising such as corporate partnerships and community.
* Work with colleagues across the organisation to provide support and share knowledge and expertise to deliver non income related events in various areas.
* Work closely with the marketing team to deliver a clear and timely brief to produce engaging collateral to recruit supporters as well as to encourage fundraising.
* When needed, represent the Fundraising team at internal and external meetings and provide briefs and reports for senior management as required.
* Keep up to date with developments and trends in fundraising and the hospice and not for profit sectors and identify opportunities for improving Longfield’s event and fundraising activities.
* Proactively contribute to the achievement or targets and the ongoing fundraising success of the charity as a whole and so be a supportive and effective team member.
* Any other duties as required by the line manager and Head of Income Generation and Commercial Development.

**Education/Qualifications**

* Degree or equivalent, or equivalent, relevant work experience
* Postgraduate Qualification in a related field, such as fundraising or, event management or demonstrable relevant experience

**Experience**

* Experience and track record of delivering mass participation events covering all aspects including engaging supporter journeys and health and safety.
* Third sector experience with some knowledge of fundraising regulations
* Track record of effectively project-managing internal and external resources, including writing clear and effective briefs and montioring progress to deliver on budget and ontime
* Experience of using research, analytics and evaluation of fundraising activities to inform and support decision-making
* Knowledge of marketing events across the hospice’s target markets

**Skills/Personal Requirements**

* Creative thinker with proven ability to produce engaging event
* Excellent interpersonal and communication (oral and written) skills, including proven ability to influence all at levels
* A high level of attention to detail
* Proven ability to work both within a team and on own initiative
* Excellent organisational and project management skills – ability to prioritise tasks and manage changing priorities
* Excellent IT skills, including a working knowledge of Microsoft Office 365
* Creative and innovative approach to problem solving

The job description sets out the main duties of the post at the date when it was drawn up. The duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence.

Person Specification

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| **Attributes** | **Criteria** | **\* How measured** |
| **Experience** | * Experience and track record of delivering mass participation events covering all aspects including engaging supporter journeys and health and safety. * Third sector experience with some knowledge of fundraising regulations * Experience of delivering exceptional supporter care * Experience of achieving financial targets & budget setting * Excellent relationship management skills, with ability to motivate and inspire others * Strong administration, ability to plan, balance and cope with competing priorities * Strong self-motivation with ability to work on own initiative identifying and maximising fundraising opportunities | Application &  Interview |
| **Qualifications and training** | * Degree or equivalent, or equivalent, relevant work experience * Postgraduate Qualification in a related field, such as fundraising or, event management or demonstrable relevant experience | Application &  Interview |
| **Knowledge, skills and abilities** | * Experience of using a Customer Relationship Management (CRM) Database * Engaging interpersonal skills, with the ability to communicate with confidence and fluency * Excellent written and telephone communication skills * Full driving licence and car owner * Proven ability to work both within a team and on own initiative | Application &  Interview |
| **Job circumstances** | The role is based at the hospice but may involve working occasional weekends and unsocial hours. | |

**\* A: application September 2024**

**I: interview**

**E: exercise**