

## Job description

<b>Job Title:</b>	National Events Fundraiser
<b>Reporting to:</b>	National Events Manager
<b>Hours of work:</b>	37.5 hours per week
<b>Location:</b>	101 Pentonville Road, London N1 9LG

### Description of Role

Manage the recruitment, marketing and logistics of the core Events within the National Events portfolio. This will include delivering an exceptional standard of administrative and logistical support for these allocated Events, in particular delivering a fantastic supporter journey for all participants.

Be the first point of contact into the National Events team, dealing with general enquiries via phone, email or in person.

Work alongside the National Events Manager and support with their headline events, where necessary.

### Specific Responsibilities

- 1.1 Manage an allocation of core Events within the National Events portfolio including the marketing, recruitment, stewardship and logistics of said Events.
- 1.2 Manage the income and expenditure budgets for allocated Events and ensure that financial reporting, reforecasting and budgeting is accurate and timely for these Events.



- 1.3 Supporting the National Events Manager with their headline Events, providing admin and logistical support to ensure that these Events are as successful as possible.
- 1.4 Manage the Events Team inbox, responding to all emails and recording on Raiser's Edge.
- 1.5 Download all event applications and respond to within two working days.
- 1.6 Maintain and develop accurate and up to date records on Raiser's Edge of participant information, for all allocated Events.
- 1.7 Build strong relationships with event participants in order to maximise net income, encourage repeat participation and ensure the Event's success.
- 1.8 Achieve or exceed recruitment and participation targets for allocated Events.
- 1.9 Logistical tasks pre-event including, booking venues and equipment, ordering materials and resources and other logistics as required for your Events.
- 1.10 Work closely with the National Events Manager and Senior National Events Manager with admin and logistical support across the portfolio.

## **2. General**

- 2.1 Build effective working relationships with the rest of the National Events Team.
- 2.2 Demonstrate a commitment to excellent supporter care and delivery against the requirements of the event budget.
- 2.3 Work closely with other teams within the Engagement department and the rest of the organisation, building strong working relationships.
- 2.4 Demonstrate a commitment to excellent supporter care and delivery against the requirements of the event budget.
- 2.5 Be an ambassador for Sense at all times, particularly at events.

### **Working Relationships**

Inside Sense: Community & Events team, wider Engagement team, Trading team and other key stakeholders as needed.

Outside Sense: Event organisers, venue supplier and subcontractors, volunteers and event participants



## Person specification

Education and Training	
Essential Criteria	Desirable Criteria
	Degree in relevant discipline e.g. event management, fundraising etc.
	Member of the Institute of Fundraising

Achievements and Experience	
Essential Criteria	Desirable Criteria
Experience of successful events fundraising	Preferably in sporting or mass participation events
Experience of managing a variety of fundraising events with large volumes of participants	Preferably managing Events with over 250 participants
<p>Demonstrable experience of budgeting and financial reporting.</p> <p>Considerable involvement in strategic event planning.</p> <p>Proven experience in evaluating current events and implementing these learnings in future project plans.</p> <p>Experience in evaluating new event fundraising opportunities.</p>	Demonstrable experience of managing volunteers both in the office and at events
Excellent organisational and administrative skills with an ability to prioritise, plan and manage a complex and varied workload	
Able to manage and analyse events and participant data via database management systems	Preferably Raiser's Edge
Strong marketing knowledge with experience of writing marketing and publicity material for a range of events and audiences	
Excellent networking and interpersonal skills with the maturity and ability to communicate with a wide range of supporters, colleagues, supplier etc.	



Experience of using social media channels to market events	Experience of using Facebook, Twitter and Instagram
A willingness to travel in the UK and to attend and assist at events during evenings and weekends, for both the national and community teams	UK Driving Licence
Ability to negotiate with suppliers to ensure the best outcome for the charity	
Demonstrable experience of placing successful marketing, both online and in print, whilst meeting the event budget	

<b>Qualities</b>	
<b>Essential Criteria</b>	<b>Desirable Criteria</b>
<p>Ability and confidence to manage a varied workload</p> <p>Highly organised, efficient, methodical approach to work with strong organisational skills and attention to detail</p> <p>Flexible enough to work on own initiative but also team focussed</p> <p>Supportive, reliable and enthusiastic team member</p> <p>Sensitivity to and willingness to develop an understanding of deafblind issues</p>	

<b>Other</b>	
This post will require out of hours and occasional weekend working – it is expected this will be around 10-15 occasions per year. This will include travel to relevant site-visits and planning meetings for national and community events.	