



JOB DESCRIPTION: EVENTS & CHALLENGES FUNDRAISER
REPORTS TO: EVENTS & CHALLENGES MANAGER
ACCOUNTABLE TO: HEAD OF PARTNERSHIP FUNDRAISING
BASED AT: ST ELIZABETH HOSPICE

JOB SUMMARY

The post holder will be responsible for organising and delivering the charity's mass participation events and work as a deputy to the Events & Challenges Manager contributing to the successful delivery of the event and challenges fundraising strategy. The role holder will take personal responsibility for the administration and organisation of the events & challenges team to provide operational support for all fundraising initiatives, campaigns and events.

They will proactively work to engage with supporters, ensure marketing and participant numbers are met and develop the varied events & challenges pipeline to generate income to meet agreed targets.

This role requires occasional working at weekends, evenings and bank holidays when events are being held.

GENERAL RESPONSIBILITIES

- To work closely with the Events & Challenges Manager and deputising when required including attending some corporate events, meetings or activities to represent the hospice.
- To manage, achieve and where possible exceed agreed income and development targets.
- To take a lead and individual responsibility for specific events, challenges and fundraising projects, being the responsible staff member in attendance.
- To be responsible for the management of large groups of people (ranging from 200 – 2,500), taking responsibility for the health, safety and security of all event participants, ensuring all appropriate risk
- To proactively research and secure new activities and partnerships to benefit the hospice.
- To proactively approach third party event companies and to deliver presentations and information about the hospice services and how to support the hospice.
- To provide an exceptional five-star level of supporter care and stewardship to ensure that relationships with supporters are maintained and developed via face to face, phone and email communication methods.
- To liaise with the marketing team regarding publicising of income based fundraising activities, projects and events
- To assist the Events & Challenges Manager in providing professional after-sales customer service for sponsorship deals ensuring the contract agreed is delivered to the client's satisfaction.
- To manage the events & challenges volunteering process, working closely with the Fundraising Assistant and the volunteer services team.
- To provide administration support for all events, challenges and fundraising projects.
- To deliver the Impact Reports to events & challenges partners.
- To update and manage the events & challenges database to ensure all details are up-to-date and the donor journey is accurately recorded.
- Be responsible for researching lead generation opportunities, compiling prospect lists and booking meetings for the Events & Challenges Manager.
- To assist with preparing proposals and managing the sponsorship workbook.
- To ensure sponsorship and supplier agreements and invoices are produced in a timely manner.

- To work collaboratively with the corporate & sponsorship and community fundraising teams, providing assistance with key projects as required and agreed with the Events & Challenges Manager.
- Monitor and feedback competitor activity in the region and ensure St Elizabeth Hospice becomes the charity of choice for events in our operating region.
- To collect and analyse information and statistics to accurately target fundraising activities.
- To ensure an accurate and up-to-date knowledge of all income generation and marketing activities to be able to confidently talk to supporters about ways they can support the Hospice.
- To build and maintain excellent working relationships with other income generation and marketing colleagues, regularly seeking out others to share information and learn about forthcoming activities.
- To work within charity legislation and best practice at all times.
- To work flexibly outside of normal office hours where required to support fundraising events or activities.
- To keep calm under pressure and manage any situations that may arise during an event when working as the responsible hospice representative.

PERSONNEL RESPONSIBILITIES

- To recognise indications of staff stress and to facilitate staff support.
- To participate in the induction of all new staff as required.
- To recognise the value of volunteer contribution and play an active part in their support and development where appropriate.
- To manage volunteers working to support the event fundraising strategy.

EDUCATIONAL RESPONSIBILITIES

- To participate in the Hospice education programme.
- To keep up to date with health and safety legislation affecting events.
- To give feedback from attended education programmes/study days.

PERSONAL DEVELOPMENT

- To devise, with your line manager, a personal development plan in line with the Hospice objectives and personal needs.
- To maintain and increase personal professional skills.

ORGANISATIONAL RESPONSIBILITIES:

- To work within the policies of the Hospice and act within Care Standards at all times.
- To uphold the Hospice and individual team values at all times.
- To ensure effective use of resources.
- To respect at all times the confidentiality of information covering patients, staff and volunteers.
- To play an active part in the development and maintenance of good relationships with all who have business with the Hospice.
- To promote the Hospice philosophy of care towards patients, relatives and visitors.

Because of the special nature of the Hospice and its work the postholder may on occasion be asked to undertake other duties to help maintain our high standard of care.

THIS JOB DESCRIPTION IS NOT NECESSARILY EXHAUSTIVE AND MAY BE SUBJECT TO REVIEW BY THE LINE MANAGER IN CONJUNCTION WITH THE POSTHOLDER.

**Person Specification
Events and Challenges Fundraiser**

Requirement	Essential / Desirable
<p>Qualifications & Training</p> <ul style="list-style-type: none"> • Educated to A level or equivalent proven work experience/transferable skills • Event management degree • Fundraising/marketing qualification 	<p>Essential Desirable Desirable</p>
<p>Knowledge & Experience</p> <ul style="list-style-type: none"> • Proven work experience in the area of events, mass-participation events or fundraising. • Proven experience managing different types of stakeholders • Proven experience of delivering large scale public events • Experience of being responsible for the safety of large groups of people • Knowledge and experience of using Donorflex or other CRM database • Strong organisational skills and ability to multi-task and cope under pressure • Previous experience of working in a busy, fast paced environment • Proven experience of successful project delivery in a sales, marketing, fundraising role meeting objectives and income targets • Knowledge and experience of social media platforms and other marketing methods • Experience managing ticketing and/or booking systems • Experience with budgeting and working to achieve maximising profit • Knowledge of health and safety and principles of risk assessment 	<p>Essential Essential Essential Essential Essential Desirable Essential Essential Essential Essential Desirable</p>
<p>Specific Skills</p> <ul style="list-style-type: none"> • IT literate – fully conversant with all Microsoft packages including Outlook. • Ability to relate to and communicate with a wide range of audiences • Ability to prioritise own workload and work to tight deadlines • Ability to understand, exhibit and implement excellent customer care • Strong planning and attention to detail • Excellent time management skills 	<p>Essential Essential Essential Essential Essential Essential</p>
<p>Personal Qualities</p> <ul style="list-style-type: none"> • Confident and mature attitude • Dynamic and driven, outcome focussed. • Creative and adaptable to changing environment • Strong attention to detail • Resourceful and self-motivated • Flexible, a team player and prepared to work outside of office hours to support the delivery of events • Creative thinker to identify opportunities to raise funds • High level of enthusiasm • Demonstrable interest in the work of St Elizabeth Hospice • Interest and commitment to a career in events fundraising • Fully vaccinated against Covid 	<p>All Essential Desirable</p>

OUR VALUES



st elizabeth hospice . org . uk