



EVENTS FUNDRAISER

Department:	Fundraising & Engagement
Job title:	Events Fundraiser
Reports to:	Events Manager
Based at:	Head office, Leatherhead, Surrey
Salary:	Up to £27,000

Rainbow Trust Children's Charity enables families who have a child with a life-threatening or terminal illness to make the most of time together, providing expert, practical and emotional support, where they need it for as long as it is needed.

Job Summary

The Events Fundraiser is responsible for supporting the Events Manager in the planning and delivery of Rainbow Trust's sports and special events programme.

The post holder will lead the planning, delivery and marketing of their own portfolio of high-profile and high-value flagship sports fundraising events, including the London Marathon; and assist on the delivery of special events including London Carol Concert.

The Events Fundraiser will be proactive in generating leads, promoting events and seeking to develop our events fundraising programme, supporting the Events Manager in identifying new opportunities. The post holder will steward supporters and motivate them in their fundraising for Rainbow Trust to ensure maximum engagement and income.

Areas of Responsibility

(specific to role)

- Lead on taking events to market and recruit participants and attendees, working in close collaboration with colleagues across all teams including digital, corporate and community, and philanthropy
- Motivate and build effective relationships with sports participants and special event attendees
- Take responsibility for driving and delivering agreed income and event targets
- Project manage own portfolio of events from start to finish ensuring all aspects are covered and delivered on time and to budget, escalating issues to Events Manager where appropriate
- Manage suppliers, from negotiating the purchase of places and packages on sports events, to venue hire and catering and auction providers on special events
- Assist the Events Manager with the deliver of special events as required
- Monitor performance and provide accurate income reports
- Identify areas of risk and ways to mitigate
- Support Events Manager in identifying and scoping new opportunities for income growth within the sports and special marketplace, creating business cases showing potential risk and ROI.

General Responsibilities

Leadership and Strategy

- Provide expert guidance and direction for staff, volunteers and interns
- Act as representative of the charity to a variety of external and internal audiences and in different contexts
- Participate in the strategic planning process including budget setting
- Operate in compliance with relevant legislation, best practice and corporate policy
- Commit to Performance Management Process and develop stretching objectives to meet business plan
- Take responsibility for own professional development
- Live the Rainbow Trust values

Operational and Project Planning

- Ensure processes are documented and effectively governed, taking a continuous improvement approach to activity
- Take individual responsibility for agreed objectives, targets and budgets
- Develop own individual work programme in consultation with line manager to weekly, monthly and quarterly time frames
- Contribute to team and department planning events and activity
- Monitor project and work programme progress and report any variance
- Negotiate with suppliers to ensure best value for money is obtained
- Organise own time and resources effectively and use initiative

Working with Customers and Service Delivery

- Maintain effective relationships with donors, supporters and suppliers
- Ensure that excellent supporter expectations are met and exceeded
- Deliver direct services to both supporters and colleagues to acceptable professional standards and corporate guidelines
- Report any complaints received to the team from supporters, suppliers or any other external or internal contacts

Developing, Maintaining Systems and Procedures

- Report against plan monthly, identify variance and make appropriate recommendations
- Ensure GDPR compliance
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in the CRM
- Ensure regular data cleansing is actioned

People Management and Development

- Recruit and retain high calibre volunteers through effective supervision (following best practice guidelines for managing volunteers), including providing relevant development opportunities
- Provide guidance and direction to events volunteers and interns to create a positive atmosphere, including conducting regular meetings with volunteers so they are informed and motivated
- Recognise and value the contribution of volunteers

Team Working and Collaboration

- Contribute professional knowledge and expertise to events team
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives
- Act as a source of knowledge and expertise to colleagues
- Champion business improvement and people development initiatives
- Provide guidance and support to junior staff members and volunteers
- Proactively participate in team meetings and away days as well as staff conference

Special Conditions

- The role will require occasional evening and weekend work in order that the organisation is able to deliver on its commitments to its stakeholders
- All staff have a responsibility to maintain an up to date knowledge and awareness of issues around the safeguarding of children, through the completion of the relevant training, at a level commensurate with your role
- All staff must adhere to, Rainbow Trust's safeguarding policies and procedures
- Full driving licence
- Regional and some UK travel will be required from time to time
- The list of responsibilities outlined above is not intended to be exhaustive and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of a manager.

PERSON SPECIFICATION

Events Fundraiser



SUPPORTING FAMILIES
WITH A SERIOUSLY ILL CHILD

ESSENTIAL

DESIRABLE

Experience

(Previous roles,
types of organisations)

- Event planning and delivery of third party events
- Marketing and promotion of events, internally and externally
- Fundraising or income generating roles
- Managing and monitoring budgets, including income and expenditure

- Completion of a sports or challenge sponsored event
- Volunteer/ intern management

Special Competencies

(Specific job-related skills
knowledge understanding)

- Effective communicator - able to stimulate and motivate others
- Able to build and maintain effective working relationships with customers/supporters
- Strong MS Office knowledge
- Experience of regular use of a CRM database, including generating and interpreting reports

Disposition

(Influence over others,
dependability, self-reliance)

- Friendly, interested in business agenda, the teams, needs of others
- Working at a faster than average pace
- Strong attention to detail
- Proactive approach
- Comfortable working individually within well-defined boundaries
- Effective cross team working

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ESSENTIAL

DESIRABLE

Thinking Style

(Practical, conceptual, innovative, traditional, change orientated)

- Working closely and accurately within established guidelines
- Organised, working within a structure and established policies while working with others
- Working through others to achieve goals

Attainments

(Academic & prof qualifications & training)

- Educated to degree level/or equivalent
- Events related qualification

Motivation

(Ambition, money, security)

- Completing tasks correctly
- Producing high quality work
- Producing detailed work

Circumstances

(Mobility, special demands of job, unsocial hours)

- Full driver's licence and willing to travel, regionally and throughout the UK
- Able to work flexible hours, to accommodate evening and weekend events
- Commitment to own continuing professional development