

EVENTS MANAGER

Department:	Fundraising & Engagement
Job title:	Events Manager
Accountable to:	Head of Engagement
Accountable for	Sports and Special Events Fundraiser
Based at:	Head office
Salary:	£35,000 - £37,000

Job Summary

The Events Manager will be responsible for leading the events programme - developing, promoting, and delivering a range of events that maximises income, drives supporter engagement and raises our profile.

The postholder will work closely with the Chief Executive, the Director of Fundraising and Engagement and the fundraising teams to develop a strategy for special events that drives major funder engagement and cultivation opportunities, and maximises income.

Along with managing event committees, nurturing relationships with key individuals and positively influencing their engagement with and contributions to the Rainbow Trust events programme, the Events Manager will oversee the delivery of the sports & challenges programme, ensuring first class supporter care.

The Events Manager will live the Rainbow Trust values and will effectively communicate with committees and other supporters to ensure the best possible outcome at all events.

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.



Areas of Responsibility

(specific to role)

- Lead and manage the annual programme of special events including flagship dinners/auctions to deliver outstanding events and build long-term highly engaged relationships with donors.
- Manage and nurture key relationships with special event committee chairs and special event committee members, ensuring the right level of Rainbow Trust direction and support.
- Take part in regular committee meetings and briefings, ensuring the committee work to agreed Memorandums of Understanding.
- Work collaboratively with other managers to align activities with our wider fundraising goals and design and deliver events appropriate to their target audiences and supporters.
- Oversee delivery of the annual programme of sports and challenges fundraising events, ensuring first class supporter care maximises engagement and fundraising.
- Lead on exploring new opportunities to grow and enhance the events programme, including virtual and hybrid events, mass participation and prepare investment cases.
- Take overall responsibility for the special and sports budget lines, delivering on income targets.
- Work with a range of suppliers, agencies, third party event organisers and venues.
- Prepare budgets and advise managers on feasibility of events; ROI, marketing opportunities and explore feasibility / new growth areas.
- Stay well informed of and responsive to the challenges and opportunities presented by external environment.
- Manage, develop, and motivate direct reports to deliver against plans and to target.

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
- Operate in compliance with relevant legislation, best practice, and corporate policy
- Commit to the Performance Management Process and develop stretching objectives to meet the strategic plan
- Take responsibility for own professional development following the PMP process
- Live the Rainbow Trust values.

Operational and Project Planning

- Prepare and manage event risk assessments
- Ensure processes are documented and effectively governed, taking a continuous improvement approach to activity
- Take individual responsibility for agreed objectives, targets, and budgets
- Monitor project and work programme progress and report any variance
- Negotiate with suppliers to ensure best value for money is obtained
- Contribute to team and department planning events and activity
- Organise own time and resources effectively and use initiative.

Working with Customers and Service Delivery

- Maintain effective relationships with donors, supporters, committee members, Trustees, suppliers, and volunteers
- Deliver direct services to 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
- Relay information and supporter contact to the appropriate internal contacts
- Ensure that excellent supporter expectations are met and exceeded.

Developing, Maintaining Systems and Procedures

- Lead on setting, monitoring, and optimizing internal systems and processes relating to special and sports events.
- Report against plan monthly, identify variance and make appropriate recommendations
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in the CRM
- Utilise and interrogate data to monitor progress towards personal objectives
- Contribute to wider data collection and analysis exercises across the department
- Contribute to effective data recording and regular data cleansing
- Ensure compliance with data protection guidelines, GDPR and corporate policy.

People Management and Development

- Manage the Events Fundraiser post, contributing to the setting of individual and team objectives and appraisals
- Provide direction, advice and support to junior members of the team, volunteers and interns to Volunteer Management guidelines
- Recruit and retain high calibre staff, volunteers, and interns through effective supervision
- Identify appropriate volunteers to maximise event delivery capabilities and provide them with clear guidance and support
- Recognise and value the contribution of volunteers.

Team Working and Collaboration

- Contribute professional knowledge and expertise to team to support other departments and create improvements
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives
- Act as a source of knowledge and expertise to colleagues
- Proactively participate in team meetings and away days, including SBI feedback as well as annual staff conference
- Attend training as necessary in order to meet changing needs, new technological developments and service requirements.

Special Conditions

- The post holder will be expected to work out of the office, meeting supporters and committees, running events and delivering on commitments to stakeholders
- Flexible working to support evening and weekend events
- Full driving licence and regional travel will be required from time to time
- The list of responsibilities outlined above are 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 Manager



SUPPORTING FAMILIES
WITH A SERIOUSLY ILL CHILD

ESSENTIAL

DESIRABLE

Experience

(Previous roles, types of organisations)

- Managing a range of successful events
- Demonstrable experience of delivering events that generate income
- Managing suppliers and event venues
- Working collaboratively with colleagues and teams, including Senior Leadership Teams and external committees, to deliver events to reach shared goals
- Developing events as relationship building/ stewardship tool
- Experience of managing staff and/or volunteers
- Experience of setting and managing budgets

- Professional event management role in a fundraising environment
- Evaluating events/event programmes to improve performance

Special Competencies

(Specific job-related skills knowledge understanding)

- Building and maintaining relationships
- Understanding of Special Events Committees and networks
- Confident oral communicator; face to face and over the telephone
- Knowledge of principles that underpin good customer care
- Clear and creative written communicator
- Strong MS Office knowledge and CRM database skills

Disposition

(Influence over others, dependability, self-reliance)

- Extremely socially focused with great attentiveness to others and an emphasis on cultivating personal relationships
- Outgoing, warm and friendly and able to meet and connect with new and different people daily
- Ability to work at a faster than average pace, on several tasks at once
- Strong sense of urgency, shifting between a variety of tasks quickly with lively enthusiasm
- Very persuasive “selling” communication style providing information in an informal manner

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ESSENTIAL

DESIRABLE

Thinking Style

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

- Collaborative and inclusive with an emphasis on involvement and building consensus
- High degree of comfort in the delegation of both authority and details
- Leads through building strong relationships and persuading others
- A deep understanding and trust in others

Attainments

(Academic & prof qualifications & training)

- Educated to degree level or equivalent experience
- Project management or event related qualification

Motivation

(Ambition, money, security)

- Genuine interest in the organisation, its management & its supporters
- Providing excellent customer service

Circumstances

(Mobility, special demands of job, unsocial hours)

- Commitment to own continuing professional development
- Able and willing to work some unsocial hours as required
- Full driver's licence and willing to travel, regionally and throughout the UK