Job Description

# Post: Event Fundraiser

# Salary: FTE £27,041.11

**Reports to: Head of Income Generation & Marketing**

**Accountable to: Director of Income Generation & Marketing**

**Hours: 30-37.5 hours per week (Evening/weekend work as events require)**

**Job Purpose**

* To work as an integral part of the Fundraising Team to meet agreed income and expenditure targets through all aspects of event, community, and corporate fundraising, measuring cost effectiveness and ROI in order to contribute towards the overall income generation target of £4 million needed each year to keep the hospice services running
* To take ownership in the successful development and delivery of an innovative calendar of events including mass participation and challenge events, maximising profitability with excellent stewardship.

**Specific Duties**

* Develop and contribute to the fundraising calendar, including but not limited to events, appeals and activities working to deliver agreed targets and meet KPI’s.
* To grow the hospices market share of the local event economy including mass participation and challenge events, increasing engagement through innovation and customer care in line with sector developments and competitor activity
* Lead in the planning, organisation, management and evaluation of an engaging programme of events, both third party challenges and hospice-led, liaising with the Marketing team, Head of Income Generation and Fundraiser (with community focus) to increase recruitment and retainment.
* To work closely with the Marketing Team to utilise social and digital media to promote activities and events, share event stories to keep the website up to date with event activity.
* To ensure the safety and compliance of all Hospice events, developing Risk Assessments and Method Statements and implementing as required.
* To work with suppliers and third parties in developing challenge events, sports events, corporate and community events, as required.
* Develop and deliver the excellent stewardship of fundraisers during events, securing their commitment for Eden Valley Hospice and a wider donor journey.
* To manage the administration of Hospice events, processing participant registrations, producing and mailing event packs and ensuring all financial processes and procedures in relation to events income are robust and accurate
* To use and update the CRM database (Donorflex) as required to ensure data is captured, and individuals and groups are communicated with and developed as future supporters
* To manage and organise the development, production and supply of event resources and branded marketing materials, keeping expenditure within budget.
* To recruit and steward volunteers for key events and other relevant activities
* As part of the wider team, support members of the local community in their fundraising activities and build effective relationships with supporters to maximise the income generated for the hospice as well as ensuring a great supporter experience.
* To attend local events as the hospice’s ambassador, including networking, cheque presentations and talks.
* To promote the work of the hospice and contribute to the overall fundraising goals of the team

**Health and Safety**

All employees have a duty to take reasonable care to avoid injury to themselves and others. They are to make themselves aware of the Eden Valley Hospice’ Health and Safety Policy and procedures, thus ensuring a safe working environment.  Line Managers are responsible to promote working safely and ensuring that their team are carrying out duties in a safe manner.

**Data Protection and Confidentiality**

All employees have a responsibility in line with information governance to maintain confidentiality and ensure the principles of the Data Protection Act 1998 are applied to patients, clients, staff, volunteers and Hospice business information, including electronic information.  Only information required to fulfil the duties of the role should be accessed by the post holder.

All employees have a responsibility to use electronic systems in a way that preserves the dignity and privacy of people, helps to ensure services of the highest quality, and is compliant with the law and Hospice policies and procedures

**Training**

All employees are expected to keep their mandatory training up to date. Line Managers are responsible for ensuring their team have adequate time and resources to ensure all mandated training requirements are completed.  Annual appraisals are to be completed in a timely manner, in which relevant development and training requirements are identified.

The range of duties and responsibilities outlined above are indicative only and are intended to give a broad flavour of the range and type of duties that will be allocated. They are subject to modification in the light of changing service demands and the development requirements of the post holder.

**Person Specification**

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| --- | --- | --- |
| **Qualifications** | **Essential** | **Desirable** |
| Educated to A-level or equivalent, or relevant proven experience  | **✓** |  |
| Relevant fundraising/event management qualification |  | **✓** |
| **Knowledge and experience** |  |  |
| Experience of working in an events background, providing excellent customer care | **✓** |  |
| Completing and Implementing Risk Assessments  |  | **✓** |
| Working with and managing volunteers |  | **✓** |
| Working knowledge of databases/CRM systems | **✓** |  |
| Managing, forecasting and budgeting efficiently  |  | **✓** |
| Previous experience in a not for profit environment  |  | **✓** |
| Experience of project planning and event development | **✓** |  |
| **Skills and abilities** |  |  |
| Excellent communication skills  | **✓** |  |
| Strong analytical skills | **✓** |  |
| Self motivated  | **✓** |  |
| Strong project planning and time management skills  | **✓** |  |
| Creative thinker with the ability to respond quickly to opportunities  | **✓** |  |
| Excellent networking and relationship management skills | **✓** |  |
| Ability to empathise and be sensitive in difficult situations | **✓** |  |
| **Personal qualities** |  |  |
| Willingness to work some evenings and weekends to fulfil the requirement of the post | **✓** |  |
| A positive, self-motivated and enthusiastic attitude to work. | **✓** |  |
| Able to work under pressure and to deadlines | **✓** |  |
| Commitment to the vision and values of Eden Valley Hospice and Jigsaw, Cumbria Children’s Hospice  | **✓** |  |
| A full, clean driving licence and access to a vehicle insured for business use | **✓** |  |
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\*Additional Information

The Job description though comprehensive is not intended to be a complete list of responsibilities. To meet the ever-changing needs of the Hospice and the role that Fundraising plays within it you may be required to perform other duties within your capacity at times, appropriate with your grade, competency and level of responsibility within the organisation.