

Job Title: Events Executive	Direction and guidance from: Senior Events Manager Input from: Assistant Director of Fundraising - Events and Corporate	Primarily reports to: Senior Events Manager Reviewed: October 2024
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Primary Roles:

- Deliver specific flagship events, including the Frontline Walk, as Project Manager, expanding and increasing the income and reach of these products.
- Collaborate with colleagues from other fundraising income streams (Corporates, community and volunteer led fundraising, Trusts, Gifts in Wills, individual giving etc), seeking to ensure that the range of Charity fundraising opportunities are catered for within the events as appropriate.

Specific Tasks:

- Achieve the financial targets set, manage both the income and expenditure budgets for your projects to maximise the net income.
- Oversee fundraisers/supporters' experiences from initial interest through to post-event; ensuring consistent, high-level support throughout all phases, with a specific focus on increasing average gifts and improving retention.
- Nurture and build relationships with suppliers, participants, sponsors, volunteers, internal stakeholders, and other industry contacts, to craft and implement creative and logistical aspects of all relevant events.
- Manage the project plan for all relevant events, including contract negotiations, recruitment, sponsorship, supporter journeys, volunteer recruitment, transportation, equipment, and multi-channel marketing campaigns.
- Maintain up to date knowledge of best practice with relation to event marketing, supporter care and fundraising.
- Proactively identify and solve operational challenges.
- Comply with legal, insurance, health, and safety regulations, at all times.
- Troubleshoot and handle any issues that arise during the event cycle, knowing when to escalate an issue.
- Support other bespoke challenge events as required.

Person Specification:

- Event experience as part of a fundraising team.
- Excellent written and oral communication skills.
- Excellent interpersonal skills and the ability to interact and work effectively with all elements of the Charity and supporters.
- A self-starter, proactive, with drive and commitment.
- Strong organisational, project management and planning skills
- Computer literate, comfortable with MS Office tools.
- Excellent administrative skills.
- Strong empathy with the cause of the Charity and its beneficiaries.
- Whilst London based, this appointment involves travel around the UK, and overseas.
- Full UK driving licence (preferable)

Authorised by: CE

Date: Oct 24

Name:

Tim Hyams

Signature:

Date:

4 November 2024