



Events Executive – North-West Date: Jan 25	Direction and guidance from: Regional Director North-West	Primarily reports to: Regional Director North-West
<p>Primary Role. As part of the North-West regional team, the role involves: delivering fundraising in support of the Charity’s Plan, including facilitating the work of our volunteer fundraisers; raising the profile of our Charity in the North-West by engaging with a wide range of audiences; administrative tasks, including accounting, database management and event planning.</p>		
<p>1. Specific Tasks.</p> <ul style="list-style-type: none"> a. Fundraising – To develop regional and Charity fundraising in partnership with the National Office teams and in support of the annual Fundraising Plan: <ul style="list-style-type: none"> a. Plan, run, and support fundraising events compliant with the Fundraising Regulator’s Codes of Fundraising and the Charity’s policies and instructions. b. Manage supporter experiences and journeys seeking to retain current supporters and encourage new supporters. c. In collaboration with the Comms & Marketing team, produce and distribute event marketing materials. d. Work collaboratively with the various National Office teams , to increase support and income from the North-West for those income streams. e. Support and, where necessary, assist Volunteer committees/advocates to encourage fundraising and engagement. f. Where necessary collaborate or de-conflict with other regions/charities. <p>2. Engagement - Raise the profile of the Charity within the region in support of both the annual Fundraising Plan and the annual Comms & Marketing Plan:</p> <ul style="list-style-type: none"> a. Prepare and deliver briefings on the Charity, represent the Charity at external events. b. In collaboration with the Comms & Marketing team use the Charity’s digital channels to promote the work of our Charity in the North-West. c. Liaise with: <ul style="list-style-type: none"> 1) Local Media Organisations. 2) Volunteer Committee Chairs and Committee members. 3) Armed Forces Champions within local government, public and private employers. 4) Local Army, Army Reserve and Cadet units. 		

5) Other Military Charities.

6) The extensive veteran community within the North West

3. Administration – as part of the wider regional team, lead on ensuring efficient administration of the regional office. Including:

a. Database Administration – use the charities CRM systems, to assist with supporter engagement. Manage supporter information: input, maintain and amend data. Create and maintain accurate event records.

b. Finance and Accounting - ensure income is correctly batched, expenditure is accounted for, and the Charity's Gift Aid process has been correctly followed.

c. Equipment and materials – maintain and secure all Charity issued IT and telephony equipment. Maintain fundraising materials and stock levels.

d. Other:

1) Extensive travel throughout the North-West Region will be required, mileage allowance is available to be claimed, this does not include home to office commuting.

2) Attendance at the Charity's Annual Conference, and other specified nationwide Charity events and activities.

3) Attend and pass the Institute of Fundraising's training deemed relevant for the role, during the first 18 months with the Charity.

4) Any other activity or task required by the Charity and as discussed and agreed with the RD.

4. Skills/Personal Attributes:

a. Clean UK Driving licence and access to own car is essential. Must have the ability to be flexible with working patterns, such as out of hours and weekend working. Occasional overnight stays away from home are also required; time off in lieu (TOIL) is available to be claimed.

b. Applicant living within the Northwest beneficial, due to extensive travel within the region.

c. Ability to use a wide range of IT applications is essential. Experience with Microsoft suite desirable (training provided as necessary).

d. Experience with Customer Relationship management (CRM) systems desirable (training provided as necessary)

e. Understanding of social media tools essential.

f. Able to work on own initiative and as part of a team.

g. Well-developed communication skills with strong interpersonal skills.

- h. Able to embrace and demonstrate our Charity's values.
- i. Understanding of the North-West's political, administrative, public, and private organisations is desirable for this role.
- j. Experience of the Charity Sector, particularly events and fundraising is highly desirable.
- k. Previous experience of the Armed Forces would be beneficial.
- l. A knowledge of the Local Army, Army Reserve and Cadet units in the Northwest would be beneficial.
- m. Must be able to assemble, erect, and dismantle fundraising equipment, including gazebos and marketing stands unsupported.