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| Job Title: Senior Events Manager | Direction and guidance from: Assistant Director Events and High Value Fundraising | Primarily reports to: Assistant Director Events and High Value Fundraising |
| Full time 35 hours per week, based in London Office min 2 days a week | Direct Reports: Events Executive | Reviewed: September 2025 |

Primary Roles:

- Deliver flagship events as Project Manager, specifically the Cateran Yomp, expanding and increasing the net income and reach of this product.
- Line Manage the Events Executive to deliver the Frontline Walk series of events, including delivering the new Home Front Event.
- Work collaboratively with other project managers across our events portfolio to maximise the potential returns.

Job Specification:

- Plan and facilitate the project plan for all relevant events, including participant recruitment, sponsorship, supporter journeys, volunteer recruitment, transportation, equipment, and multi-channel marketing campaigns.
- Responsibility for managing and delivering the agreed income and expenditure budgets across the programme.
- 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.
- Provide strategic direction and identify new opportunities to increase net income.
- Work collaboratively with the Assistant Director of Events & High Value Relationships to provide updates and insight to the Senior Management Team and Main Board.
- 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.
- Coordinate with internal staff, suppliers, volunteers, and others to establish the requirements for events, and serve as liaison to the Assistant Director of Events & High Value Relationships throughout the planning process.
- Attend meetings as required with other Project Managers of events, to ensure consistency and thus productivity across the programme.
- Communicate effectively with multiple stakeholders both internally and externally to ensure that targets and KPIs are delivered.

- 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.
- Troubleshoot and resolve any issues that arise during the event cycle, knowing when to escalate an issue.

Person Specification

- Experience of delivering significant fundraising projects or campaigns.
- Experience of managing six figure income and expenditure budgets.
- Well-developed written and oral communication skills.
- Excellent interpersonal skills and the ability to interact and work effectively with all elements of the Charity and supporting volunteers.
- Computer literate, comfortable with MS Office tools, familiar with social media platforms.
- Competent in budget management.
- Full UK driving licence.
- A self-starter, proactive, collegiate, with drive and commitment.
- Strong empathy with the cause of the Charity and its beneficiaries.
- Whilst London based, this appointment involves regular travel around the UK, and occasionally overseas.
- Must be willing to work outside of core hours and at weekends when necessary.
- Proficient with Event Management tools and databases used to manage registration and event logistics.

Authorised by: Chief Executive

Date: 14 October 2025

Name: Steve Oatley

Signature: *Steve Oatley*

Date: 29 September 2025