

Job Title: Senior Events Manager (Mat cover)	Direction and guidance from: Assistant Director of Central Events and High Value Relationships	Primarily reports to: Assistant Director of Central Events and High Value Relationships
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Role Summary:

- Coordinate the delivery of event plans across the fundraising products and London Marathon income stream on a pan-Charity basis, meeting strict deadlines and budget requirements to achieve efficiency and productivity from the income stream, in collaboration with the Assistant Director of Operations and the Assistant Director of Central Events and High Value Relationships.
- Deliver specific flagship events as Project Manager, expanding and increasing the income and reach of these products.
- Act as the subject matter expert, providing advice and input to the Senior Management Board and guidance to individual project managers across the organisation.

Specific Tasks

- Ensure recruitment and sponsorship targets for each event are met.
- Effectively line manage the Events Executive.
- 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.
- Maintain up-to-date knowledge of best practice in relation to event marketing, supporter care, and fundraising.
- Proactively identify and solve operational challenges.
- Establish effective standard operating procedures and work with staff to execute them.
- Comply with legal, insurance, health, and safety regulations at all times.
- Plan and facilitate the project plan for all relevant events, including contract negotiations, participant recruitment, supporter journeys, volunteer recruitment, transportation, equipment, and multi-channel marketing campaigns.
- Coordinate with internal staff, suppliers, volunteers, and others to establish the requirements for events, and serve as liaison to senior management throughout the planning process.
- Lead and attend meetings as required with other Project Managers to ensure consistency and productivity across the programme.
- Communicate effectively with multiple stakeholders both internally and externally to ensure that targets and KPIs are delivered.
- Oversee fundraisers' and 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.

- Maintain and build a comprehensive database of industry contacts.
- Troubleshoot and manage any issues that arise during the event cycle, knowing when to escalate an issue.

Person Specification

- An experienced and proven event manager, adept at synchronising activity, managing and allocating resources, and delivering expected outcomes to time, budget, and specification.
- 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 and 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 occasional overseas travel.
- Must be willing to work outside of core hours and at weekends when necessary.
- A demonstrable background in successful event management, including experience in marketing and/or public relations.
- A proven track record in growing an event both in terms of participation and income.
- Proficient with Event Management tools and databases used to manage registration and event logistics.
- Ability to manage pressure.

Agreed by: AD Events & High Value Relationships

Name: *Steve Oatley*

Date: 22 July 2026

Approved by: Chief Executive

Name: *Tim Hyams*

Date: 30 July 2026