

Job Description and Person Specification

Job Title:	Events Fundraiser
Line Manager:	Events Manager
Professionally Accountable to:	Director of Fundraising
Hours of Work:	37.5 hours per week. Flexible working hours, which will include some working at weekends and evenings. A maximum of 1 day p/w working from home

JOB PURPOSE

- To assist the Events Manager to plan and deliver a year-round programme of memorable fundraising events raising income and building support for Weston Hospicecare (including sponsored walks, memory services, mass participation events and challenge events).

Responsibilities:

FUNDRAISING

- Working as a member of the Fundraising Team, to help develop the fundraising plan in order to meet agreed annual financial targets, raise the Hospice's profile and broaden our supporter base.
- Assist the Events Manager to plan and deliver a programme of memorable events meeting agreed objectives and targets and increasing income from events fundraising.
- Assist in the preparation and monitoring of project plans to manage logistics, timetables, promotion for each event, including conducting comprehensive risk assessments, event safety plans and event production schedules. Ensure all licensing and legal requirements are met
- Work with the Events Manager and Director of Fundraising to develop concepts for new event fundraising activities, being aware of other charities events to ensure the Hospice is in line with or ahead of event trends
- Collaborate with colleagues in the Fundraising Team and other staff and volunteers in the Hospice to make sure events appeal to current and potential supporters, particularly when specific events have dual and shared objectives, such as offering bereavement support
- Build and maintain relationships with event participants. Inspire and support them by offering fundraising/ training advice, support and encouragement to help them keep going and complete their goals. Deliver an excellent and good value participant experience before, during and after the event
- Undertake administrative functions necessary for the smooth running of events fundraising, ensuring all data/admin related legal responsibilities are upheld.
- Ensure that every supporter and participant are aware of the impact of their support and are appropriately thanked.

MARKETING & PROMOTION

- Collaborate creatively with our communications team to create impactful marketing materials for events and to help ensure that PR and general Hospice promotional materials contribute to the events success

ORGANISATION

- Work with the supporter care team to maintain highly organised administrative systems, recording donor details, information and transactions on our Beacon Database.
- Work with the Events Manager and Director of Fundraising to ensure income and expenditure are correctly recorded and monitored and that financial procedures are followed
- Assist in regularly analysing performance of the events fundraising programme, document learnings for the future and continuously improve activities.

VOLUNTEERS

- Assist in the recruitment of volunteers as needed to support event fundraising programmes and that they are properly briefed, trained, supervised and thanked

GENERAL

- Work closely with other members of the Fundraising Team, supporting colleagues, and to actively participate in the wider activities of the team
- Assist the Director of Fundraising and Events Manager in the annual planning and budgeting process
- Keep informed of sector-wide developments, attending external training and conferences where appropriate
- Keep up to date on legal, health and safety and insurance requirements and developments to safeguard Weston Hospicecare, our volunteers and event participants
- Undertake other tasks as required, to support the fundraising team Communications

Professional Responsibilities

- To maintain confidentiality.
- To work within the policies, procedures and guidelines of Weston Hospicecare, in accordance with statutory requirements, and to best charity fundraising and communications practices.
- To be familiar with fire, emergency and safety regulations, ensuring compliance across all fundraising and sites/events.
- To maintain good working relationships with other members of the hospice staff and volunteers.
- Undertake any in-service training in line with Weston Hospicecare's policies.

Educational Responsibilities

- To participate in the orientation and development of new staff members and volunteers.
- To keep up to date with sector best practices and legislation.
- To maintain and extend personal knowledge and expertise in all aspects of the role and to share information openly.
- To attend all statutory and mandatory training as required.

Health and Safety

Under the provision of the Health and Safety at Work Act 1974, it is the duty of every employee:

- To take reasonable care of themselves and others at work.
- To co-operate with the Hospice as far as is necessary to enable them to carry out their legal duty.
- Not to intentionally or recklessly interfere with anything provided, including personal, protective equipment for health and safety or welfare at work.

Data Protection

You are required to control and process data held on computer. This must be undertaken lawfully in compliance with the UK's GDPR and Data Protection Act. Breaches of

confidentiality in relation to confidential, personal or sensitive data will result in disciplinary action, which may include dismissal.

Additional Job Facts

- Maintain a smart, professional appearance at all times in line with Hospice policy.
- Conduct yourself in accordance with the Hospice values, and to be a good ambassador for the Hospice.
- Demonstrate a responsible attitude towards economy and care of equipment and other resources.
- There will be times when you will be required to work at weekends and in the evenings. This is recorded and redeemable as Time in Lieu.

Scope of Job Description

This job description reflects the immediate requirements and objectives of this post. It is not an exhaustive list of the duties, but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

This job description is subject to periodic review and amendment.

PERSON SPECIFICATION – EVENTS FUNDRAISER

Criteria	Essential/ Desirable	How Evidenced & Assessed
Qualifications and Training		
<ul style="list-style-type: none"> ▪ Educated to GCSE level or equivalent ▪ Educated to degree level or hold equivalent practical experience ▪ Hold a professional charity/fundraising related qualification 	<p>E D D</p>	<p>A/C A/C A/C</p>
Knowledge, Skills and Experience		
<ul style="list-style-type: none"> ▪ Familiarity with the event planning process ▪ Competent in the use of Microsoft packages, with excellent word & Excel skills ▪ Familiarity in event fundraising (or commercial event organisation), including experience of the activities mentioned in the job description, or transferable knowledge from a similar role ▪ Experience in delivering successful events ▪ Experience of challenge fundraising ▪ Experience of working with volunteers ▪ 	<p>E E D D D D</p>	<p>A/I A A/I A/I A/I A/I</p>
Communication and people skills		
<ul style="list-style-type: none"> ▪ Excellent verbal and written communications skills ▪ Capable of communicating complex matters simply and effectively to a wide range of audiences. This could include messages in a variety of contexts including: volunteer briefings, pre event PR, (time pressured) verbal communications on the day of events and when liaising with suppliers and designers ▪ Strong team working and collaboration skills 	<p>E E E</p>	<p>I I A/I</p>
Organisational Skills		
<ul style="list-style-type: none"> ▪ Proactive and highly organised ▪ Ability to manage a wide-ranging and fluctuating workload ▪ Hold a responsible, risk averse and safety conscious attitude ▪ Ability to plan activities and manage own workload to ensure goals and targets are met (in conjunction with others) 	<p>E E E E</p>	<p>A/I A/I A/I A/I</p>
Special Knowledge		
<ul style="list-style-type: none"> ▪ Working knowledge of event regulations, event legislation and insurances regarding event fundraising ▪ Knowledge and understanding of the Charities Act and laws which are relevant to fundraising practice ▪ Knowledge of Fundraising Regulator Code of Practice (events and challenges) ▪ Knowledge and understanding of Gift Aid and other tax issues and how these apply to donors 	<p>E D D D</p>	<p>A/I A/I A/I A/I</p>

Other Requirements		
<ul style="list-style-type: none"> ▪ An awareness of the environment in which we work must always be maintained and appropriate positive attitude and behaviours demonstrated 	E	I
<ul style="list-style-type: none"> ▪ Commitment and sympathy with the aims and ethos of the hospice movement 	E	I
<ul style="list-style-type: none"> ▪ Responsible, hard-working and enthusiastic, self-motivated, highly personable, confident, flexible, organised, creative, sense of humour, honest 	E	I
<ul style="list-style-type: none"> ▪ Able to work effectively under pressure 	E	A/I
<ul style="list-style-type: none"> ▪ Able to work as part of a team 	E	A/I
<ul style="list-style-type: none"> ▪ Holds a full driving licence and has access to their own vehicle, or is able to transport self within our whole catchment area 	E	A
<ul style="list-style-type: none"> ▪ Flexible approach to working hours with a willingness to occasionally work unsocial hours 	E	A/I
<ul style="list-style-type: none"> ▪ Professional approach to tasks in hand 	E	I
<ul style="list-style-type: none"> ▪ Smart personal presentation 	E	I
<ul style="list-style-type: none"> ▪ Proactive and reactive 	E	I

Key: E = Essential

D = Desirable

A = Application

I = Interview

C = Certificate