

JOB DESCRIPTION

'Happy to talk about Flexible Working'

Job Title:	Events Manager
Department:	Income Generation and Marketing
Hospice Band:	D
Reports to:	Senior Fundraising Project Manager
Responsible for:	Events Officers, Event volunteers, apprentices and student placements
DBS required	Basic

Job Purpose

As Events Manager at Birmingham Hospice, you will lead our passionate events team to deliver a dynamic, inspiring programme of events that engages supporters, raises vital funds, and enhances our brand across Birmingham.

You'll work closely with the Senior Fundraising Project Manager to drive growth across our events portfolio, bringing creativity, innovation, and leadership to the development and delivery of a wide range of events. From flagship fundraising events, to bespoke third-party challenge experiences, your work will play a vital role in supporting the care we provide.

This role will be key in shaping an ambitious and cohesive events programme for all audiences - supporters, partners, and the wider public - and will act as the events lead within the Income Generation team, offering guidance, insight, and support to colleagues across the charity.

Main Duties and Responsibilities

Income Generation & Events Management

- To create and implement the charity's annual events plan to deliver a comprehensive, competitive and cost-effective events programme for all potential supporters and audiences
- Deliver on set income and expenditure budgets per event as agreed with the Senior Fundraising Project Manager
- Deliver on objectives and KPIs as agreed with the Senior Fundraising Project Manager
- Lead on the organisation and delivery of an agreed programme of events activity
- Support Senior Fundraising Project Manager with the delivery special events.
- Research events growth opportunities, emerging trends and sector best practice to inform events planning, presenting feasibility plans to the Senior Fundraising Project Manager
- Use market research and analysis to understand donor behaviours and inform future

event fundraising activity.

- Undertake a programme of internal engagement, building relationships with clinical, corporate and retail colleagues across both hospice sites to support the promotion of the events programme
- Work closely with external events suppliers to ensure all appropriate equipment and services are available to support the charity's own- and third-party events, using negotiation skills to ensure the most effective return on investment
- Ensure all health, safety and security procedures are followed for the delivery of charity own and third-party events
- Ensure all appropriate events related licenses and permissions are granted for all charity own and third-party events
- Produce all required event plans, risk assessments and briefing documents for all charity own and third-party events

Budgeting and Reporting

- Work within agreed income and expenditure budgets in line with departmental growth expectations.
- Report on budget variances to the Senior Fundraising Project Manager and implement solutions to rectify them.
- Carry out post event evaluations to understand each events success and shortcomings, using this knowledge to inform future event plans
- Monitor and report on competitor activity in the region and ensure Birmingham Hospice become the charity of choice for events in our operating region
- Manage stock control and utilisation of all events marketing collateral and merchandise and work with the Fundraising Marketing team to ensure events have a fit for purpose suite of materials.
- Ensure the events team work to the Fundraising Code of Practice and maintain a high standard of supporter care.

Events team, Volunteer & Supporter Management

- Lead, support, and inspire the events team, providing day-to-day guidance, regular 1:1s, annual appraisals and ongoing professional development to ensure a motivated, high-performing team committed to delivering exceptional events
- Manage all event administration volunteers, apprentices and student placements, providing clear objectives, regular reviews and supportive line management
- Conduct appropriate training and development for all events administration volunteers and student placements
- Ensure all volunteers supporting with events follow the Fundraising Code of Conduct and maintain a high standard of supporter engagement through effective volunteer event briefs
- Work with the Supporter Experience & Finance Processing Manager to ensure adherence to the gold standard supporter journey processes
- Work closely with the Supporter Experience & Volunteer Co-ordinators, to drive the recruitment and retention of events volunteers.
- Ensure the effective recording and use of fundraising data, supporter information and our database systems for events activity.

Brand development and reputation

- Develop and implement strategic and bespoke marketing/promotional plans for each event in conjunction with the Senior Fundraising Project Manager and Fundraising Marketing Manager to drive event registrations and participation

- Ensure that an optimum supporter experience from the point of enquiry, on the day of the event and post event is always delivered
- Ensure all charity events adhere to and enhance the Birmingham Hospice brand and reputation.
- Operate as a Fundraising Spokesperson for events promotion via media channels such as TV, radio, print and digital press.

Expectations

- Work flexible hours including evenings and weekends when required.
- Ability to travel to external meetings
- Ability to work across both hospice sites
- Assist at other fundraising events and activities where appropriate and necessary
- Undertake any other duties as may be required by the Senior Fundraising Project Manager and/or Income Generation Director.
- Able and willing to drive hospice vehicles where appropriate and necessary

Investing in you

Birmingham Hospice are committed to supporting the development of all staff. All employees have a responsibility to maintain their professional registration participating in regular appraisal with their manager. They are expected to identify innovation, performance and development objectives for their post.

You will receive training for your specific job, and as your employment progresses your skills may be extended to encompass new job activities within the business. It is a condition of your employment that you participate in any training deemed necessary by us for you to reach the required levels of attainment standards.

You are also required to undertake mandatory training for your role. The cost of this mandatory training will be borne by the Charity.

In addition, we encourage employees to undertake external training courses where the period of training may further their career with us. We may assist with the costs of the training where your manager believes that the performance of the Charity will benefit from your progression. Further details are available from your manager.

Where staff are accredited or trained in their own right to deliver in-house training this is an opportunity afforded to them. Learning is one of our company strategic objectives and is supported through our experts by experience programme, volunteer training and staff development.

Health and safety

Attention is drawn to the responsibility of all employees to take reasonable care for the health and safety of themselves and other people who may be affected by their actions at work. We have dedicated leads to review and audit health and safety: keeping safe is everyone's business.

Equal opportunities

Birmingham Hospice are highly committed to Equal Opportunities in employment and work actively to eliminate unlawful racial, sexual or disability discrimination in all its forms. We celebrate equality of opportunity and good relations between people of different backgrounds.

Criminal records and safeguarding

This post is subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975 and as such it will be necessary for a submission to be made to the General Data Protection Regulation (GDPR) to check for any previous criminal convictions. All staff have a responsibility to disclose any conviction past or current. Everyone in our company has an equal responsibility to ensure the safeguarding of children and adults and to report concerns immediately.

Infection prevention and control

Infection prevention and control is one of our strategic objectives. Everyone has a personal responsibility to minimise the risk of spreading infection. This includes “herd immunity” standards for immunisation and excellent standards of personal hygiene. Everyone will receive regular training to understand best practice and expectations at work. Everyone must abide by Infection Prevention and Control policies relevant to their area of work, and undertake the necessary level of training. This will be part of your annual innovation performance and development plan.

Smoking

Public health legislation outlaws smoking in public places in England. As a Charity, our premises are governed by the legislation. Our buildings are smoke free and we actively encourage people to consider the health benefits for themselves and others of adopting a smoke free lifestyle.

Confidentiality

Everyone has a duty to respect the confidentiality of personal information and health records. Our Charity upholds and is governed by the GDPR. Confidentiality is integral to our care of the people who come to us for help and our staff and volunteers. The unauthorised use or disclosure of patient or other personal information is regarded as gross misconduct and is subject to The Hospice Charity Partnership’s Disciplinary Procedure possibly resulting in prosecution. Action for civil damages under the GDPR.

The job description is not exhaustive and may be amended following appropriate consultation in the light of business needs

PERSON SPECIFICATION

Job Title:	Events Manager
Department:	Income Generation & Marketing
Band:	D

Requirements	Essential	Desirable	How identified
Education and Qualifications	• Educated to degree or equivalent in a relevant area or • Specialist underpinning theoretical knowledge of event management supported by extensive relevant practical experience. • Evidence of CPD	• IoF Fundraising qualification • Event management qualification	C, A
Knowledge and Experience	• Significant experience of event marketing and promotion • Demonstrable experience of delivering an income target and expenditure budget • Significant experience of developing and managing complex relationships with a wide range of stakeholders and multi-professional teams • Significant experience of donor stewardship • Ability to manage multiple, sometimes conflicting, priorities.	• Previous use of DonorFlex database	A, I

	• Ability to analyse sector specific information from a variety of sources and translate key findings to inform plans • Knowledge of fundraising databases • Awareness of third sector fundraising streams and the complex charity fundraising climate		
Personal skills and attributes	• Impact focused and results driven • Exemplary communication and organisational skills • Persuasive and adaptable written and oral communication skills • Numeracy skills to manage budgets and targets • Ability to manage a complex and demanding workload • Operates with high levels of integrity • Listens to and shares information, opinions and ideas • Communicates in a range of effective approaches tailored to the audience needs • Understands stakeholder needs and responds appropriately • Has personal resilience and emotional intelligence to deal with occasional exposure to the emotional situations of our patients, families and carers before and after bereavement. • Some flexibility around work location and hours to support the wider fundraising team across both Hospice		A, I, T

	sites • Strong focus on attention to detail and ability to work methodologically. • Full UK Driving License and access to a car		
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A= Application form

I=Interview

T=Test

C=Certificate