

CANDIDATE PACK

EVENTS MANAGER



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Registered Charity No: 1156964



ABOUT BIRMINGHAM HOSPICE

Birmingham Hospice is a leading provider of palliative and end of life care in the West Midlands, dedicated to helping people live well with terminal illnesses and ensuring they receive compassionate support during their final stages of life.

We have around 670 patients in our care on average every day, in our hospice sites in Selly Park and Erdington, and through community and home-based services. We emphasise dignity, comfort and personalised support for patients and their families.

We provide a comprehensive range of services tailored to meet the needs of our patients which include: Inpatient Units, Hospice at Home, Community Palliative Care, Therapies, Living Well Centres and wellbeing and bereavement support.



OUR VISION, MISSION AND VALUES

OUR VISION

Our vision is a future where everyone with a life-limiting illness will live and die with dignity and in comfort.

OUR MISSION

Our mission is to enable more people from all communities to access the care of their choice at the end of life.

OUR VALUES

Our values are at the heart of everything we do. They guide how we care for people and how we support one another.



Kindness



Togetherness



Positivity



Openness



Respect



Innovation



ROLE PROFILE

SALARY: £37,627 - £41,363 per annum

REPORTS TO: Senior Fundraising Project Manager

DEPARTMENT: Income Generation and Marketing Department

ROLE: Full-time, permanent

RESPONSIBLE FOR: Two Events Officers

LOCATION: We don't include hybrid working arrangements in our contracts, but we operate a flexible model that allows our team to balance time between our hospice sites in Selly Park and Erdington and working from home. This will depend upon the needs of the charity.



ABOUT THE ROLE

We are recruiting an Events Manager to lead our talented Events Team in delivering unforgettable experiences that raise vital funds and celebrate the compassionate care we provide across Birmingham.

As Events Manager, you'll be at the heart of our fundraising strategy - leading a passionate team to deliver a diverse and engaging calendar of events that:

- Captivate our community
- Raise essential income
- Elevate our public profile

From flagship fundraising events to bespoke challenge experiences, you'll bring innovation and strategic thinking to every project. You'll work closely with the Senior Fundraising Project Manager to grow our events portfolio and explore new opportunities for income generation and supporter engagement.

WHAT YOU'LL BRING

- You'll bring team management experience and inspiration in leading and motivating teams
- Exceptional organisational skills, and an enthusiastic, can-do approach to challenges with an eye for detail
- Experience in managing successful fundraising or mass participation events
- You'll be driven by targets and thrive on exceeding expectations

- You'll be creative in developing new ideas and opportunities
- You'll be skilled in stakeholder engagement and relationship building.

WHAT WE OFFER

- A supportive, creative and collaborative team where your ideas are valued
- A varied and interesting role spanning corporate, clinical, retail and fundraising communications
- Autonomy to try new things and bring innovation to your work
- Work that makes a genuine difference to people living with terminal illness and their families
- Professional development opportunities
- Recognition of prior NHS or hospice service (including pension and annual leave entitlements)
- Generous annual leave, wellbeing programmes and access to employee benefit platforms such as Stream and Reward Gateway.

MAIN DUTIES AND RESPONSIBILITIES

INCOME GENERATION AND 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.



MAIN DUTIES AND RESPONSIBILITIES

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 and Finance Processing Manager to ensure adherence to the gold standard supporter journey processes
- Work closely with the Supporter Experience and 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.

TEAM STRUCTURE

Our Events Manager will work closely with our Senior Fundraising Project Manager to produce and implement the Events Team strategy. Our Event Manager will line manage, lead and inspire our two Event Officers.



NEXT STEPS AND HOW TO APPLY

If this sounds like the role for you, we'd love to receive your application.

For an informal discussion about the role, please contact Rebecca Richards, Senior Fundraising Project Manager, at rebecca.richards@birminghamhospice.org.uk.

To apply, please visit www.birminghamhospice.org.uk/jobs

CLOSING DATE: 11.59pm on Wednesday 7 January

Applications will be reviewed throughout the advertisement period, and you may be contacted to discuss an interview date.

ROLE LOCATION: We don't include hybrid working arrangements in our contracts, but we operate a flexible model that allows our team to balance time between our hospice sites in Selly Park and Erdington and working from home. This will depend upon the needs of the charity. Our team currently spends three days working from home and two days on site. You will be expected to be on site for additional meetings if these fall on your working from home days. You will also be expected to be in the office more in the build up to events.

HOURS: 37.5 hours per week

DURATION: Permanent

SALARY: £37,627 - £41,363 per annum

DBS: A basic DBS check will be required