

JOB DESCRIPTION

'Happy to talk about Flexible Working'

Job Title:	Events Officer
Department:	Income Generation
Hospice Band:	Band F
Reports to:	Event Manager
Responsible for:	Event Volunteers
DBS required:	n/a

Job Purpose

Generate significant levels of income and raise the profile of Birmingham Hospice through the effective administration, marketing and recruitment of supporters to hospice own and third party events. Working with the Events Manager proactively seek new income generation opportunities through events channels, including, delivering new hospice-own event concepts or identifying and promoting alternative third-party event opportunities.

Main Duties and Responsibilities

Income Generation

- Using sector knowledge research, create and manage a portfolio of events to meet annual income and expenditure targets, identifying opportunities for year on year growth and potential expenditure savings.
- Work with the Events Manager to implement an annual programme of events activity and contribute to the development of an annual events strategy through market research and recommendations.
- Develop feasibility studies for new events and present them to the Events Manager, using your knowledge of fundraising events to persuade and influence key decision makers.
- Project manage a portfolio of third-party challenge events, including identifying opportunities for growth. Develop and deliver excellent supporter communications to drive up income and supporter retention.
- Continually evaluate your portfolio of events in order to ensure the achievement of income targets and maintain a sustainable events portfolio, including making recommendations for new mass participation events and initiatives.
- Keep abreast of new trends and income generation opportunities in the events arena.

Event Support

- Deliver and support events from concept to completion
- Lead on all communications and negotiations with suppliers of designated events to minimise costs and maximise marketing opportunities.
- Ensure a gold standard supporter journey is delivered to all event participants, looking for opportunities to improve supporter retention where possible.
- Work in partnership with the supporter experience team to create and administer event registrations, welcome packs, thanking and retention materials for each event participant.
- Update CRM with new event participants and record all participant communications.
- Ensure all supporter journey materials are kept up to date and relevant.
- Lead on the recruitment of volunteers to support events.
- Attend all hospice own events and support the wider events team with attendance at third party events.

- Support event participants through their fundraising journey with regular telephone and email communications, provision of fundraising materials and event updates.
- Where required, support events team colleagues with the organisation and delivery of other events

Event Marketing

- Lead on the creation and distribution of all marketing materials for designated events
- Develop and deliver promotional activities to publicise the events calendar internally across both hospice sites and to Birmingham Hospice supporter base and externally to the wider Birmingham, Sandwell, Sutton Coldfield and Solihull communities, to include: -
 - Management of information stands and displays at various events and venues to promote Birmingham Hospice events, taking the opportunity to also cross sell other fundraising campaigns
 - Design and fulfillment of direct mail and email communications
 - Planning and writing copy for social media and web marketing
 - Working closely with the wider fundraising team to promote events to their supporter base
 - Production of internal communications and displays across both hospice sites
 - Hosting of information evenings, working with external suppliers to source speakers, booking venues and provide catering
- Research and identify new target audiences for the promotion of events.
- Work with the Marketing & Communications team to obtain patient and bereaved families case studies and stories.

Brand development and reputation

- In collaboration with the Marketing team, create marketing plans for each event to inspire and secure supporters.
- Ensure all event communications and marketing collateral adhere to and promote Birmingham Hospice's brand and reputation.
- Operate as a fundraising spokesperson and be an ambassador for the charity, attending networking events, press calls, radio and TV interviews when required.
- Monitor potential opportunities and threats and ensure internal and relevant external audiences are aware of both.

Budgeting and Reporting

- Manage a set budget for designated event expenditure.
- Produce event income and expenditure budget reports for each individual event with KPIs for each area of activity, demonstrating achievement of fundraising targets and event objectives.
- Produce robust evaluation event reports to inform future strategies and make recommendations for areas of improvement.
- Manage stock control and utilisation of all fundraising collateral and merchandise and work with the Fundraising Marketing Manager to ensure that the fundraising team have fit for purpose resources.

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 fundraising events and activities where appropriate and necessary
- Undertake any other duties as may be required by the Events Manager and/or Head of Fundraising Development.

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.

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

PERSON SPECIFICATION

Job Title:	Events Officer
Department:	Income Generation and Marketing
Band:	F

Requirements	Essential	Desirable	How identified
Education and Qualifications	Educated to A level or equivalent or can demonstrate a sound underpinning knowledge and theory relevant to the role	- Event Management qualification - IoF Qualification - Business degree - CRS qualification	A/C
Knowledge and Experience	- Considerable experience in a fundraising, marketing or events organising role. - Proven experience of supporting and advising event participants on their fundraising activities OR experience of generating income from events - Knowledge of event fundraising, sector practices and initiatives. - Experience of working in a cross functional capacity - Demonstrable experience of event participant stewardship - Proven experience of marketing events. - Experience of managing a set income/expenditure budget - Proven ability to build influential relationships at all levels - Strong focus on attention to detail and	- Previous use of fundraising databases - Experience of delivering events of 200+ attendees - Experience of managing volunteers	A/I

	ability to work methodologically.		
Personal skills and attributes	• Impact focused and results driven • Exemplary communication and organisational skills • Persuasive and adaptable written and oral communication skills • Able to manage a complex and demanding workload • Ability to work to targets • 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. • Flexibility in terms of working hours and availability at evenings and weekends • Full driving licence with access to a vehicle		A/I

A= Application form

I=Interview

T=Test

C=Certificate