



## Job Description

**Job Title:** Events Fundraiser

**Reports to:** Fundraising Manager

**Base:** Wigan and Leigh Hospice

**Date:** June 2022

### Job Purpose

To develop and deliver agreed income target, by:

- delivering and developing engaging events. Maximising our portfolio of existing events as well as identifying and developing new event opportunities.
- Develop and nurture relationships with local stakeholders, and also volunteers across the Borough.
- Provide excellent stewardship to our supporters and volunteers to ensure long term support.

Objectives	Typical Tasks
<b>Income generation from events</b>	<ul style="list-style-type: none"><li>• Manage and develop the hospice event calendar, and achieve agreed income targets. This includes the responsibility for planning, budgeting, logistics, risk assessments, recruiting and managing volunteers, and working with PR and Comms team to promote the event.</li><li>• Research and identify new event opportunities to raise funds, and work closely with the Fundraising Manager to grow both income and supporter engagement.</li><li>• Excellent stewardship of event volunteers, and participants to help maximise income.</li><li>• Support colleagues in the fundraising team with day to day office responsibilities and also other colleagues across the hospice on event delivery.</li></ul>
<b>Planning and Strategy</b>	<ul style="list-style-type: none"><li>• Contribute to the fundraising strategy.</li><li>• Develop and maintain clear plans and evaluations of events and provide updates to the Fundraising Manager.</li><li>• Work alongside community fundraiser, and corporate fundraiser to maximise on opportunities for events.</li><li>• Ensure all deadlines are met through planning and prioritisation.</li><li>• Ensure robust research and strategic thinking is used to improve and enhance fundraising.</li><li>• Provide information, advice and proposals on the development of existing and future events and income projects to the Fundraising Manager.</li></ul>

<b>Cross departmental working</b>	<ul style="list-style-type: none"> <li>• Work with PR &amp; Comms team to develop event marketing materials and social media plans.</li> <li>• Work with the Volunteer Coordinator to identify opportunities for volunteer support in relation to events, to recruit new volunteers and line manage those supporting at events.</li> <li>• Ensure the hospice is kept up to date with event plans and successes.</li> <li>• Work closely with other departments in the hospice to ensure smooth running of events in regard to the wider operation of the hospice. For example, finance, inpatient unit, governance, facilities and health and safety teams.</li> </ul>
<b>Administration</b>	<ul style="list-style-type: none"> <li>• Ensure the CRM database is utilised and kept up to date inline with internal processes.</li> <li>• Manage all administration in relation to events fundraising and ensure comprehensive and accurate record keeping, reporting, and use of the donor database.</li> <li>• Provide excellent stewardship and an outstanding experience to corporate supporters to maximise income and encourage long-term commitment.</li> <li>• Build positive relationships with a portfolio of key event contacts to encourage support for the hospice.</li> <li>• Represent the hospice in a professional, confident manner through all communication channels.</li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Affirm and articulate the hospice vision and values to staff, volunteers and customers at all times.</li> <li>• Set high standards of quality and performance.</li> <li>• Act as a positive role model for staff and volunteers.</li> <li>• Accept accountability for own actions and areas of responsibility.</li> <li>• Promote a collaborative culture across the hospice by developing good working relationships with other colleagues.</li> </ul>
<b>Quality, Standards, Governance &amp; Safety and Ensuring a safe working environment for self and team</b>	<ul style="list-style-type: none"> <li>• Ensure that all activity complies with best practices, the Institute of Fundraising Code of Practice and all relevant legislation.</li> <li>• Ensure all excellence, incidents and risks identified are reported via the Ulysses reporting system.</li> <li>• Ensure all stakeholder relationships are in keeping with hospice values.</li> <li>• Ensure safe cash handling procedures are implemented during and post events.</li> <li>• Be aware of your own obligations under Health &amp; Safety legislation and those of others i.e. volunteers and others at events you organise.</li> </ul>
<b>Continuous self-development</b> <i>Ensure knowledge, skills and competence are relevant to the service</i>	<ul style="list-style-type: none"> <li>• Keep abreast of sector developments through liaison with fundraisers at other hospices and across the wider charity sector.</li> <li>• Participate in appropriate training and development to meet the requirements of the role and have a commitment to continuous professional development.</li> </ul>

	<ul style="list-style-type: none"> <li>• Participate in the hospice's appraisal process.</li> <li>• Take responsibility for own professional development, identifying training and development needs to line manager.</li> <li>• Keep up to date with skills and knowledge and complete mandatory training.</li> <li>• Undertaking any other training as required that is relevant to the role.</li> </ul>
<b>Hospice philosophy</b> Actively support the vision, philosophies and values of the Hospice	<ul style="list-style-type: none"> <li>• Work as an integral part of the income generation team, being sensitive to the needs of the whole team and supportive of other team members.</li> <li>• Promote the core values of the hospice, CARE; Compassion, Accessibility, Respect, Excellence.</li> <li>• Act in a non-discriminatory manner.</li> <li>• Engage in critical thinking and maintaining a position of enquiry – open to hearing others perspectives and goals.</li> <li>• Maintain confidentiality at all times.</li> <li>• Act with professionalism, dignity and empathy when carrying out your role.</li> <li>• Undertake any other duties that are in keeping with the values of the hospice that you have the skill and ability to carry out.</li> <li>• Willingness to be supportive of and involved in the wider income generation activities.</li> </ul>

Person Specification – Event Fundraiser	
<p><b><u>Essential</u></b></p> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Educated to GCSE level 5 or equivalent in English and Maths.</li> </ul> <p><b>Skills, Knowledge and Experience</b></p> <ul style="list-style-type: none"> <li>• Working experience or education that demonstrates efficient planning, organisation, and communication skills, research, analysis, reporting and putting theories into practice.</li> <li>• Experience working in event planning and/or project management.</li> <li>• Experience of setting, working to and achieving financial targets within deadlines and budgets.</li> <li>• Experience of identifying and developing opportunities.</li> <li>• Effective written and verbal communication skills at all levels and the ability to produce clear and concise updates on event progress to fundraising manager and wider teams.</li> <li>• Ability to plan workload, problem solve and achieve deadlines.</li> <li>• Have knowledge of the Fundraising Code of Conduct and best practice, charity law, risk management and event related Health &amp; Safety requirements.</li> <li>• IT skills; able to use Microsoft Office programs, databases and email.</li> <li>• Self-motivated, proactive and able to use initiative.</li> <li>• Project management experience of multiple projects at any time.</li> <li>• Attention to detail.</li> <li>• Ability to work calmly under pressure and be solutions focused.</li> <li>• Interpersonal and relationship building skills, with the ability to inspire colleagues and supporters.</li> <li>• Team player and ability to work autonomously.</li> </ul> <p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Approachable and adaptable with a flexible approach to work.</li> <li>• Awareness of and empathy for the hospice's work and service provision.</li> <li>• An ability to uphold the core values of the hospice.</li> <li>• Full UK driving license with access to a vehicle insured for business use.</li> </ul>	<p><b><u>Desirable</u></b></p> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Fundraising qualification.</li> <li>• Educated to degree level in relevant field.</li> </ul> <p><b>Skills, Knowledge and Experience</b></p> <ul style="list-style-type: none"> <li>• Experience of donor databases and effectively utilising them.</li> <li>• Knowledge of the Wigan and Leigh area and its business networks.</li> <li>• Understanding of hospice sector, the services it provides and its resource requirements.</li> <li>• Experience of innovation.</li> <li>• Experience of working with volunteers.</li> </ul>