

EVENTS FUNDRAISER JOB DESCRIPTION

Job Title: Events Fundraiser
Hours: 28 hours per week
Salary: £20,000 - £22,000 pro rata (dependent on experience)
Location: Slynedales, Lancaster
Reports to: Head of Income Generation

Job Summary

To develop and deliver an events calendar of activity for CancerCare that raises funds, increases awareness of, and support for, the organisation and builds our supporter database.

Job purpose

- To identify and plan an engaging, varied events programme for CancerCare
- To generate & maximise income from all CancerCare events
- To help recruit participants and then support all participants for CancerCare events
- To recruit, support and manage volunteers for fundraising events
- To be responsible for all social/digital media marketing of CancerCare events

Main Duties of post

- Under the guidance of the Head of Income Generation, lead the development of the event plan and ensure its implementation
- To increase income from events within agreed expenditure to achieve agreed targets
- To be responsible for CancerCare's relationship with event participants including the planning and delivery of a programme of communication to event participants
- To be responsible for the leadership of an agreed number of CancerCare events providing for the planning and delivery of events and their ongoing assessment
- To complete all event planning, budget, risk assessment, evaluation documentation on events ensuring CancerCare is Health and Safety, Fundraising Regulator, GDPR compliant.
- To show creativity in undertaking a programme of research for potential fundraising events, assessing event by income, expenditure and PR impact and making recommendations to the Head of Income Generation
- To fully utilise the event management section of the Thank Q database and identify trends and take appropriate action where necessary
- To develop a range of acknowledgement processes to show appropriate recognition for event participation



- To work with fundraising colleagues to cross promote other fundraising products to event participants such as Friends of CancerCare, Community events and In Memoriam donations
- To lead on all digital promotion of events including website updates and social media including identifying and updating appropriate events listing sites
- To work with the Marketing & Communications Officer to ensure all events receive adequate PR coverage and are sufficiently planned into the CancerCare communications calendar
- Source appropriate branded material/merchandise necessary for the execution of the event and ensure this meets the guidelines as directed by the Marketing & Communications Officer and the Head of Income Generation within agreed budget for event
- To lead on external challenge events ensuring all events are effectively promoted in order to generate net income for CancerCare
- Working with the Head of Income Generation secure and negotiate financial sponsorship agreements for all events
- Manage event registration process
- Respond to enquiries from the public, volunteers, fundraisers etc via phone, email or in person, including responding to requests for information and materials
- To produce necessary information packages including sponsorship opportunities and participant packs
- To recruit, brief/train and support volunteers for all CancerCare events
- Support the Income Generation team colleagues when required and in discussion with the Head of Income Generation
- Complete and present full evaluations of every CancerCare event with recommendations for improvements

General

- This job description will be reviewed regularly in the light of changing service requirements and any such changes will be discussed with the post holder. The post holder will be required to carry out such duties as receiving general telephone enquiries and dealing with general office administration as befits a small office environment
- The post holder is expected to comply with all relevant CancerCare policies, procedures and guidelines, including those relating to Equal Opportunities, Health and Safety and Information Governance
- The post holder will be working in a changing organisational environment and may be expected to undertake other appropriate duties for the effective operation of CancerCare
- Promote the aims and vision of CancerCare and safeguard its good name and reputation at every opportunity



EVENTS FUNDRAISER PERSON SPECIFICATION

Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Educated to degree level 	
Knowledge & Experience	<ul style="list-style-type: none"> At least 2 years' experience of working in a similar role with a proven track record of successful fundraising through events or an event management background Experience in using Windows based software packages and graphic design packages including word processing, spreadsheets, PowerPoint, electronic mail and the internet Previous experience of supporting, working with and directing the work of volunteers Knowledge and understanding of Risk Assessments and Health and Safety when planning events Knowledge on best practice within the charity sector generally and particularly Fundraising standards within the Code of Fundraising Practice 	
Skills and abilities/competencies	<ul style="list-style-type: none"> Excellent communication, interpersonal and writing skills Excellent organisational and time management skills with the ability to multi-task Good presentation skills High level of social media and digital marketing competency including graphic design and using CMS systems for websites Ability to work independently and as part of a team Budget management skills High standard of computer literacy including Office applications, mail chimp, donor management software Ability to be creative, imaginative and motivate others and self Excellent ability to work under pressure and meet deadlines Research skills in the field of fundraising work 	<ul style="list-style-type: none"> Using Facebook ads Using Joomla CMS system Using insights/analytical tools such as Google Analytics Using Adobe packages for design work
Personal Attributes	<ul style="list-style-type: none"> To possess a 'can-do' attitude To demonstrate creativity and be able to generate ideas Be prepared to learn new skills and apply to working practice To be self-driven and self-motivated Flexible in the allocation of hours according to the demands of the role Driving licence essential 	