



Special Events Manager (3 Month Fixed Term)

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by ActionAid from time to time. Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

Job title	Special Events Manager (Maternity cover)
Contract type	Fixed term – 3 months
Grade/starting salary	Band 4/£30,886-£33,066/pa
Reporting to	Head of Events & Community Engagement
Direct reports	Yes

Context

Are you passionate about making a real difference?

As part of the global ActionAid family, we are helping to build a fair and just world where everyone can claim their rights. To achieve this we work with local people in more than 45 countries to fight hunger and disease, seek justice and education for women, hold companies and governments to account and help communities cope with emergencies.

In the UK our role is to raise funds to carry out programme work internationally, to motivate and engage our supporters and the general public and to campaign for change. We are a value driven, forward thinking organisation, focused on achieving long-term change through supporting our partners to make a sustainable difference.

Background to Fundraising Department

The Fundraising Department is one of the largest in ActionAid UK with over 60 staff split across two sites London and Chard in Somerset. The fundraising programme currently raises and annual income in excess of **£48 million** from voluntary sources.

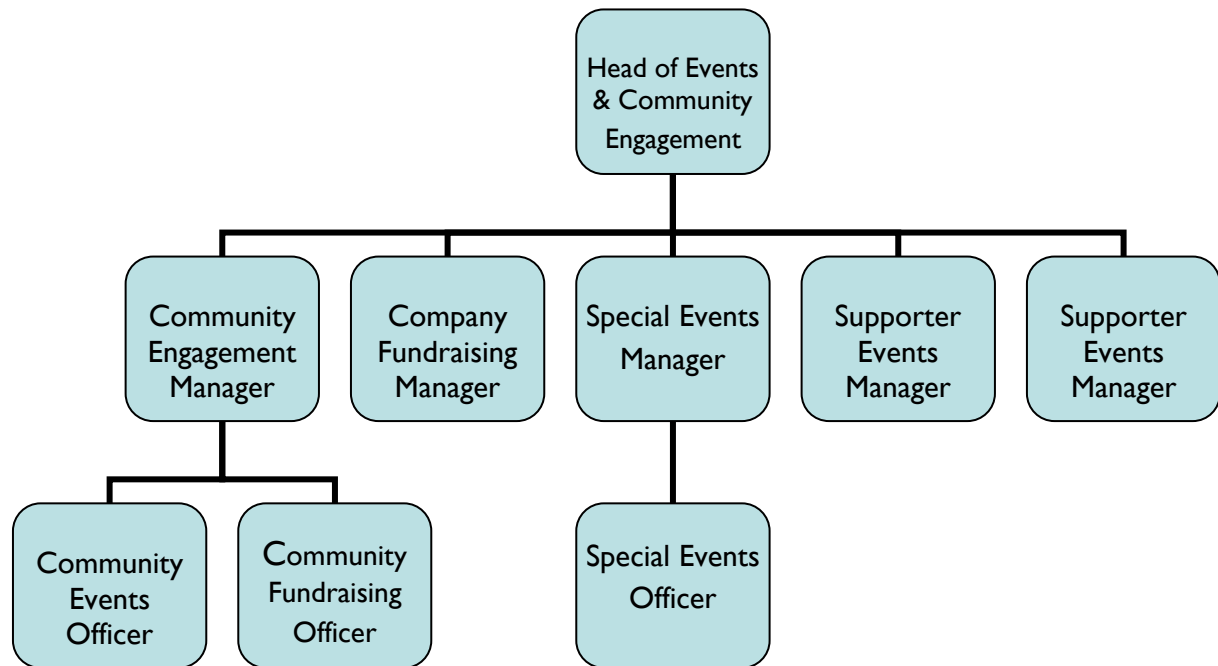
Our fundraising strategy as a long term development agency is to attract long term support to provide stable and predictable income through committed gifts, strategic funding partnerships, and by providing the best possible supporter experience.

ActionAid was the first UK charity to introduce **child sponsorship** and we continue to develop this as one of our key products along with other ways of attracting **committed gifts**. We have a wide portfolio of **events** that currently involve over 6,000 participants each year. A **major gifts** programme has been developed through an ambassador network of high value supporters. We have had success in attracting major grants for **programme funding** including two in excess of £4 million in the last 2 years. We also have an in house **supporter care** team based in Somerset.

Background to Role

This role is a 3 month fixed term role to cover the existing post holder who is on maternity leave. Key responsibilities during this period will include the delivery of planned events, including ActionAid's fundraising gala event Call My Wine Bluff and providing continuity in event support to cross organisational projects and teams. The successful candidate will be

willing to get up to speed quickly and apply their previous experience of managing high value fundraising events to ensure planned activities are delivered on time and on budget.



Purpose of the Role

To take a lead role in devising and implementing an innovative special events programme for ActionAid UK that delivers agreed net income targets and attracts new supporters and raises public awareness of the ActionAid brand.

The post holder will manage one member of staff to deliver annual fundraising targets and work as part of cross departmental project teams to contribute event expertise. They will deliver innovative special events that maximise engagement opportunities with key audiences e.g. corporate events, concerts, gala events.

A key priority will be the delivery of the major gifts event programme. The successful candidate will work closely with the Head of Major Gifts and Major Gift Managers to develop the major donor events strategy and deliver an innovative programme of events that engages potential Ambassador and deepens the support of current major donors.

Key tasks and responsibilities

Leading planning and strategy

- Produce a three year plan and budget for special events within the Events & Community Engagement fundraising programme
- Forecast income and expenditure levels for all areas of work and monitor these against budget and forecast
- Present detailed business cases for the re-allocation of resources as necessary
- Develop marketing and communication strategies and set targets for awareness raising and recruitment and retention of supporters
- Work with key stakeholders to ensure continuous development and growth of ActionAid's supporter event programme

Last update July 11

- Meet regularly with line manager to review progress of events and update plans

Raising funds to agreed targets:

- With the support of your line manager, identify where special events can contribute to ActionAid's organisational priorities and develop fully integrated events to support them
- Take a lead role in the coordination and delivery of high value special events e.g. Call My Wine Bluff, and high profile Ambassador Events e.g. annual dinner, celebrity or HRH dinners
- Produce a detailed marketing and communications strategy for any special events
- Contribute to cross organisational project teams in order to deliver agreed fundraising and non-financial targets e.g. recruitment/brand awareness
- Utilise new media and direct marketing techniques to promote events to target markets
- Utilise data to identify and segment target audiences, capitalise on cross selling opportunities and conduct post event evaluations
- Work closely with the PR and media teams to enhance supporter engagement and raise public awareness of ActionAid's brand
- Monitor external market trends to keep up to date with innovative fundraising and marketing techniques and industry best practice

Line management:

- Ensure that the Special Events Officer is managed in accordance with ActionAid policies and practice
- Oversee them in their delivery of Ambassador briefings or third party events, ensuring all opportunities maximised
- Support them in coordinating event communications with Ambassadors, ensuring they are of a high standard and sent within a timely manner.
- Monitor their performance and ensure they are delivering on agreed targets
- Provide them with appropriate support and development opportunities through ActionAid's appraisal system, one to one meetings, internal and external training opportunities
- Ensure that they contribute to cross organisational projects and work effectively and proactively with all teams

Co-ordination & Integrated working:

- Work closely with the Head of Major Gifts to develop an innovative events programme that can deliver the major donor events strategy
 - Oversee the delivery of an innovative programme of events that engages potential high value donors and deepens the support of current major donors and Ambassadors
 - Develop excellent working relationships with external event suppliers and agencies to deliver high quality, cost-effective event production
 - Work with internal project teams to add value to the supporter experience and build organisational event capacity
 - Develop excellent relationships with high value supporters and inspire them to contribute to event committees and steering groups as they arise
 - Work with fundraising affiliates to share knowledge and understanding in relation of UK supporter events
- Maintain excellent cross departmental communications and contribute to organisational project plans

Event management and support:

- Take a lead role in the co-ordination and delivery of all ActionAid's Special and Major Gift events to deliver their key objectives (e.g. fundraising, prospecting, supporter retention)
- Work with external suppliers and internal stakeholders (particularly Major Gift Managers) to develop innovative event concepts that meet agreed objectives
- Seek out and develop event opportunities, which could be good Ambassador or prospect events e.g. internal briefings, international visitor talks, third party exclusive events and venue opportunities
- Contribute event expertise to cross organisational project teams e.g. technical knowledge, PR, décor, stakeholder management, marketing, catering, logistics, risk management, budgeting)
- Work with the Multi Media Team to produce high quality creative briefs and deliver inspiring marketing and event materials
- Ensure data systems are utilised effectively to record, monitor and evaluate relationships with event attendees
- Liaise with Country Programmes to source appropriate projects to inspire event attendees
- Mobilise volunteers and organisation wide support of any special events
- Manage complaints, requests and queries within best practice guidelines to provide an excellent supporter experience

Corporate Events & Account Management:

- Account manage companies holding bespoke special events on behalf of ActionAid e.g. concerts, award ceremonies, auctions, film premieres, launch parties, fashion shows etc.
- Support the Company Fundraising Officer in developing and marketing tailored special events to attract a corporate audience
- Provide support and encouragement to corporate event organisers (e.g. face-to-face events and visits, telephone calls, mailings, presentations)
- Work with the Company Fundraising Officer and Major Gifts team to identify corporate and high value event prospects
- Work with Company Fundraising Officer to produce targeted proposals and packages to secure event sponsorship
- Work closely with ActionAid Country Programme staff to identify funding opportunities and stories to inspire corporate donors and event attendees

Retention and Supporter Care:

- Work closely with ActionAid's Supporter Care Team to ensure supporter engagement is translated into an effective customer care
- Contribute to overall effectiveness of the Events & Community Engagement Team to maximise engagement opportunities – sharing plans, information, skills, knowledge and experience
- Input into the Events & Community Engagement Team's three year plan and strategy
- Attend and participate in cross team and supporter events (e.g. fundraising, campaigning events)
- Represent the team on cross departmental projects and at in external forums

Person Specification

Knowledge & Experience	
<i>Essential</i>	<i>Desirable</i>
Experience of line managing staff or a team	Experience of prospect research and developing contact/networking strategies
Experience of project management, particularly planning and delivering large scale events	Experience of establishing and developing successful fundraising products and systems
Experience in managing multiple stakeholders and relationships, including high value and corporate donors	An understanding of international development and/or humanitarian relief work
Experience of project management and managing large complex projects	Experience of using fundraising databases
Experience of developing marketing and communications plans and developing strategies for special events	Degree level qualification or equivalent
Experience of building and managing relationships with high net worth individuals, corporate clients, supporters and suppliers	
Experience of event management or logistics	
Excellent and proven fundraising management experience including finance management	
Skills and Abilities	
Excellent oral communication and presentation skills	Excellent copywriting skills
Strong leadership & diplomacy skills	Good working knowledge of risk management
Good meeting facilitation and training skills	Ability to organise effective schedules, juggling and prioritising heavy workload, co-ordinating multiple external and internal resources on at times an unsupervised basis
A proven ability to articulate complex issues in a compelling and persuasive manner and to present a pitch with confidence	