



## Events Fundraising Manager (6 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.

<b>Job title</b>	Events Fundraising Manager
<b>Contract type</b>	Fixed term – 6 months
<b>Grade/starting salary</b>	Band 4 - £30,886-£33,066 pa
<b>Reporting to</b>	Head of Events & Community Engagement
<b>Direct reports</b>	N/A

### 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**

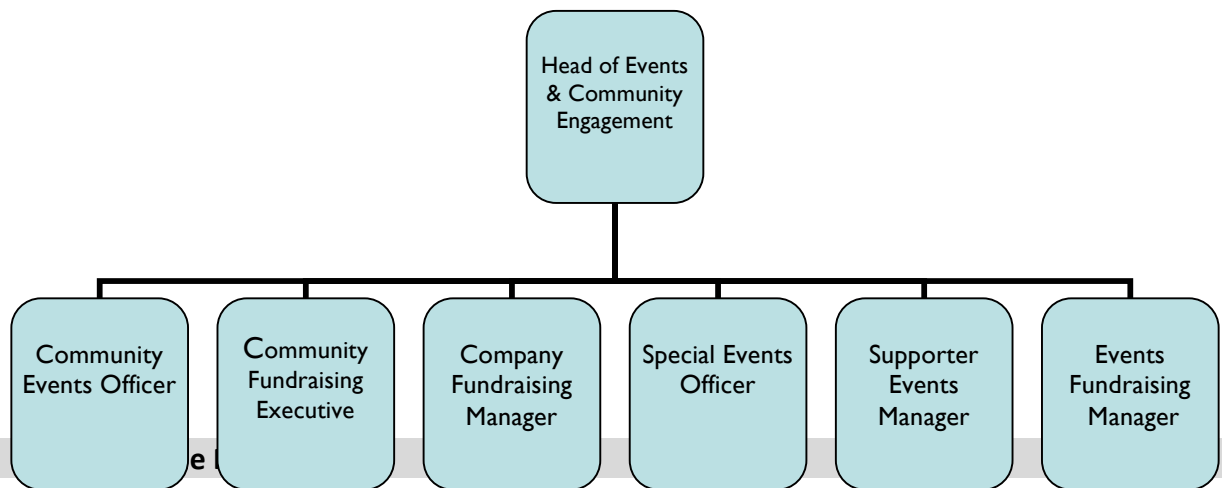
The Fundraising Department is one of the largest in ActionAid UK with over 70 staff split across two sites London and Chard in Somerset. The fundraising programme currently raises and annual income in excess of **£50 million** from voluntary sources.

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 6 month fixed term role to help deliver ActionAid's exciting new UK strategy. Key responsibilities during this period will include the delivery of fundraising events, including ActionAid's fundraising gala event (Call My Wine Bluff) and providing continuity in event support to the Events & Community Engagement and Philanthropy & Partnerships 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.



To take a lead role in devising and implementing an innovative events programme that delivers agreed net income targets, attracts new supporters and raises public awareness of our brand. You will need to be able to get up to speed quickly as your key priorities develop and deliver ActionAid's annual gala event and project manage a number of supporter focused fundraising events. Working closely with another member of staff, you will also oversee the delivery of our events programme for major donors and high value supporters.

Experience of planning and project managing high value fundraising events is essential as you will be responsible for liaising with multiple stakeholders, managing budgets and delivering planned activities on time and on budget. In addition to your events expertise it is essential that you have experience of managing people, handling large complex projects and developing marketing and communication plans.

A key priority will be working closely with the Special Events Officer, Head of Major Gifts and Major Gift Managers to develop and deliver an innovative programme of events that engage high value support and deepen ActionAid's relationship with existing major donors.

### Key tasks and responsibilities

#### Leading planning and strategy

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

#### **Raising funds to agreed targets:**

- Manage event fundraising projects, including and delivery of ActionAid's gala and major gift events e.g. Call My Wine Bluff, and high profile events such as celebrity dinners
- Ensure all events and fundraising activities deliver their key objectives (e.g. fundraising, prospecting, supporter retention)
- Produce a detailed marketing and communications strategy for any fundraising events you project manage
- 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

#### **Co-ordination & Integrated working:**

- Work closely with the Special Events Officer and 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
- Work with the Multi Media Team to produce high quality creative briefs and deliver inspiring marketing and event materials
- Develop excellent relationships with 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:**

- Work with external suppliers and internal stakeholders to develop innovative event concepts that meet agreed objectives
- Provide support and encouragement to event organisers and participants (e.g. face-to-face events and visits, telephone calls, mailings, presentations)
- Seek out and develop event opportunities 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)
- 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

### **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
- Manage complaints, requests and queries within best practice guidelines to provide an excellent supporter 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

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