



Job Description and Person Specification

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.

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|------------------------------|-----------------------------------|
| Job title | Special Events Officer |
| Contract type | Permanent |
| Grade/starting salary | Grade 3/£25,373-£27,164 per annum |
| Reporting to | Special Events Manager |
| Direct reports | None |

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.

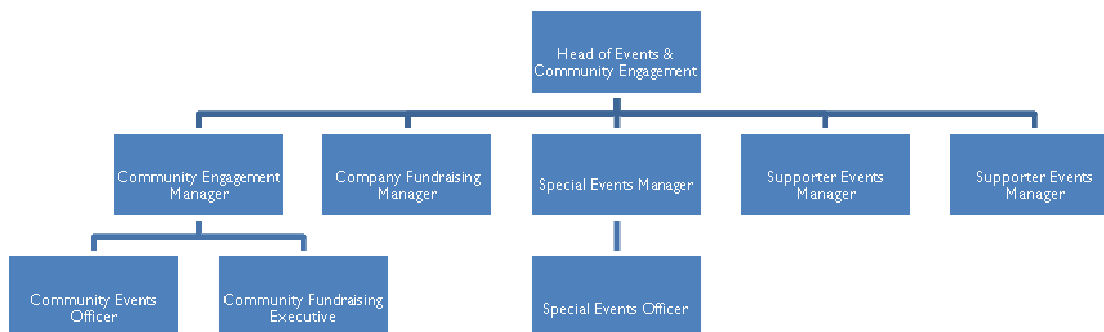
ActionAid was the first UK charity to introduce **child sponsorship** and we continue to develop this as one of our key products along with other ways of attracting **committed gifts**. We have a wide portfolio of **events** that currently involve over 6,000 participants each year. A **major gifts** 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

The **Events & Community Engagement Team** increases financial support for the work of ActionAid internationally from individuals and organisations. The team aims to deliver long term supporter engagement through an innovative and experiential events programme, whilst building quality relationships and adding value to ActionAid's supporter journey.

The Events & Community Engagement Team consists of **nine permanent staff** members and you will report to The Head of Events & Community Engagement. The team currently works with over **6000** fundraisers each year, the majority of whom take part in community organised events and activities including; UK and overseas challenges (First Hand Experiences), running and active events, national fundraising days and numerous employee, school and community based initiatives. The team provides event expertise for cross organisational projects and supports the wider Supporter Marketing function with events that aid supporter recruitment and retention.

The team is also responsible for company and employee fundraising relationships and marketing partnerships. We also have a dedicated special events team that organises high value gala events and is responsible for the major donor event programme.



Purpose of the Role

1. To support the development and implementation of an innovative special events programme for Action Aid UK that:
 - Delivers agreed net **income** targets
 - Attracts new supporters and raises **public awareness** of Action Aid and it's brand
 - Adds significant value to the **supporter journey**, improving retention and supporter development

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Key tasks and responsibilities

Event planning and research

- Working closely with your line manager and the Head of Major Gifts, contribute to the development and delivery of an informative and inspiring Special and Major Gifts events strategy for current Ambassadors, supporters and prospects
- Scope the feasibility of proposed events and opportunities for supporter engagement with the support of the Research and Information team
- Conduct research and make recommendations on event suppliers, creating a database of venues, agencies and event suppliers
- Working with your manager you will forecast income and expenditure levels for your events, contributing to the three year plan and monitor these against budget and forecast
- Produce marketing and communication plans for your events and initiatives, working closely with other fundraising teams to ensure they co-ordinate with other aspects of the supporter journey
- Produce event evaluations and put forward recommendations to inform the development of future events and initiatives
- Monitor external market trends and benchmark innovative fundraising and marketing techniques and industry best practice

Event Organisation:

- Work alongside the Special Events Manager and Major Gifts Team to support the delivery of Action Aid's special and high value events programme e.g. gala events, large scale fundraising initiatives, dinners, information evenings, drinks receptions
- Support the delivery of special events held on behalf of ActionAid by companies and Major Donors e.g. concerts, auctions, film screenings, launch parties, fashion shows
- Take the lead on the organisation and delivery of smaller Major Gift team dinners and briefings. Oversee all event logistics including venue management, event schedules and guest liaison (supporters, speakers, presenters, entertainers, sponsors)
- Provide administrative and technical support to all Special and Major Gift events, including travel bookings, invoice administration, accommodation and minute taking support
- Meet regularly with line manager to review progress of events and update plans

Guest and supporter management:

- Oversee the Special and Major Gift event invitations process, creating guest lists and a structured invitation process, working closely with the Major Gift Managers
- Lead on guest management to provide an excellent supporter experience, managing complaints, requests and queries within best practice guidelines
- Ensure all supporter records are updated and maintained using the Raisers Edge database (e.g. invitations, guests, actions)

Working with the Multi Media Production Team, support the creation of inspiring, on brand and up to date event materials (i.e. invitations, website pages, confirmations, brochures and thank you letters)

Raising funds and recruiting supporters to agreed targets:

With the support of your line manager:

- Work closely with Major Gift Managers and cross departmental project teams to deliver agreed financial and non-financial targets e.g. recruitment/brand awareness/attendance levels
- Work closely with the Company Fundraising Manager, Major Gift Managers and Event Committees make proactive and researched approaches and produce targeted proposals to secure gifts in kind and auction prizes
- Set-up and manage event fundraising activities at events e.g. auctions, donations & raffles
- Ensure data capture is optimised at all events, increasing the opportunity for guests' long-term conversion to ActionAid

Utilise PR and Marketing to promote events to target audiences and raise brand awareness

Networking and integrated working:

- Work internally with ActionAid UK, ActionAid International and Country Programmes to share knowledge of international visitors and other event opportunities which could be shared
- Develop excellent working relationships with external event suppliers and agencies to deliver high quality, cost-effective event production
- Maintain excellent relationships with high value supporters and help inspire them to contribute to event committees and steering groups as they arise
- Maintain excellent cross departmental communications and contribute to organisational project plans
- Input into both the Events & Community Engagement and Major Gifts Team's three year plan and strategy
- Attend, participate and represent the team at supporter and organisational events (e.g. fundraising, campaigning and events)

Person Specification

Knowledge and Experience

| <i>Essential</i> | <i>Desirable</i> |
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| Degree level qualification or equivalent | Experience of developing strategies and plans for supporter/volunteer engagement |
| Experience of managing events, either in a professional or personal capacity | Understanding of charity law and fundraising best practice |
| Ability to work to deadlines, under pressure, on own initiative | Experience of producing risk assessments and implementing best practice event management |
| Logical thinker with ability to plan activities, organise schedules and manage | Experience of using fundraising databases |

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| multiple internal and external resources | |
| Confident and personable telephone manner with willingness to make cold approaches to secure prizes or event attendance | An understanding of international development and/or humanitarian relief work |
| Ability to build positive working relationships with ActionAid colleagues, Directors and Trustees, key supporters and suppliers | |
| Strong team player with a 'can-do' attitude who thrives on challenges | |
| Highly organised with exceptional attention to detail | |
| Skills and Abilities | |
| Excellent written communication skills | Knowledge of charity law and event guidelines (e.g. Health and Safety) preferred but not essential |
| Competent in Microsoft Office, particularly Word, Excel, Outlook and Power point and good general IT skills | Ability to undertake web-based research and prospecting |
| Some experience of managing budgets and financial administration | Commitment to equal opportunities and to Action Aid's mission, vision and values |
| Willingness to occasionally work unsocial hours and assist with basic administrative and support tasks for other members of the team when needed | |