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| Job title: Fundraising Events Executive (Maternity Cover) | |
| Reports to: Individual Fundraising Manager | Reporting to job holder: Not Applicable |
| <p>Overall purpose: Work with Fundraising colleagues to develop and grow Ben’s portfolio of physical and virtual events in line with Ben’s ambition and budget expectations. To be responsible for the development, delivery and management of Ben’s fundraising events portfolio.</p> | |
| <p>Principal accountabilities:</p> <p><u>Planning and organising</u></p> <ul style="list-style-type: none"> • Lead the creation, development and operation of Ben’s portfolio of exciting, thrilling, rewarding and challenging physical and virtual events • Take ownership of specific events and project manage all aspects, working with internal and external partners, to manage promotion and delivery of events, agreeing marketing plans, collateral, merchandise and support materials as required • Ensure event participants, whether virtual or physical, enjoy an exceptional experience • Ensure event capacity is managed according to our ambition, financial expectations and customer demand • Maintain live reporting dashboards via CRM and participate in data-led decision-making to ensure the event function delivers against expectations • Create a forward-looking plan and pipeline of events, particularly in relation to Ben’s Industry Leader Challenge • Collaborate with Fundraising, Marketing & Communications and Finance colleagues to create, develop and propose ideas for new event products <p><u>Business focus</u></p> <ul style="list-style-type: none"> • Collaborate with Fundraising and Marketing & Communications colleagues to develop a range of exciting, thrilling, rewarding and challenging physical and virtual events that deliver against our ambition and financial expectations • Work with the Individual Fundraising Manager and Employer Partnerships Manager to populate and maintain a pipeline of prospective event participants, both individual and corporate, in order to acquire necessary participant volumes and fundraising income • Take part in presentations and pitches to secure corporate participation • Maximise opportunities for participants to promote Ben’s fundraising events to their colleagues, friends and families, encouraging ‘tribal’ sign-ups, retention and repeat participation <p><u>Communication</u></p> <ul style="list-style-type: none"> • Ensure donors are placed at the heart of everything we do, without exception • Project manage each fundraising event and ensure Fundraising, Marketing & Communications and Finance colleagues have all relevant information to deliver on any interdependencies | |

- Provide regular reporting on the performance of Ben's fundraising events portfolio including activity data from promotion to delivery
- Ensure participant data, and relevant connections, are accurately recorded in CRM (Salesforce)

Budgetary control

- Ensure fundraising events operate within agreed income/expenditure budgets and achieve agreed ROI
- Ensure all fundraising income is collected, recognised and attributed in CRM from various platforms including Enthuse, Donr, social platforms etc.

Managing performance

- Provide accurate, timely reporting of active promotions and participants for each event
- Manage event capacity (number of spaces available) to ensure optimal operation of each event
- Manage the post-event feedback cycle to measure satisfaction and event participant KPIs, sharing this to promote data-led decision-making
- Product post-event reports that analyse the sales and operational performance of each event, noting areas for future improvement and opportunities for growth, sharing this to promote data-led decision-making

Stakeholder relationships

- Lead internal and external supplier relationships for all fundraising event activity
- Manage communications with fundraising event participants, or promoters (employers, third-parties, trade associations) to ensure they have the tools they need to promote Ben positively, communicating our ambition and encouraging financial support
- Proactively encourage event participants to push themselves to exceed fundraising targets
- Ensure fundraising event participants enjoy an exceptional experience from enquiry through to event completion, encouraging repeat participating and advocacy

Achieving customer service excellence

- Ensure donors are placed at the heart of everything we do, without exception
- Proactively manage incoming enquiries to acquire new fundraising event participants
- Ensure attendees and participants have the best possible event experience and build relationships to promote future attendance, identifying further fundraising/income opportunities
- Ensure fundraising event participant feedback is heard, listened to and, where appropriate, actioned to ensure we deliver an exceptional experience

Additional duties

- Providing support at Ben's fundraising events, some of which may take place during evenings/weekends, include overnight stays and, very occasionally, overseas travel
- Undertake transportation/delivery of POS or other marketing materials to any event as required; this will include loading/unloading and driving a delivery vehicle (van)
- To undertake any other duties specified from time to time by the Individual Fundraising Manager or members of the Executive Team.

This job description is not intended to be an exhaustive list of responsibilities and will be regularly reviewed and amended as necessary after consultation.

Deliverables – Key measures:

Planning and organising

- Ben promotes a portfolio of exciting, thrilling, rewarding and challenging physical and virtual events that stand out in a crowded marketplace
- Maintain a forward-looking pipeline of prospective event participants

Business focus

- Deliver fundraising events that achieve or exceed financial expectations
- Maximise opportunities for event participants to encourage wider participation among colleagues, friends and family

Communication

- Manage internal and external relationships to ensure all interdependencies are covered and that they have relevant information to deliver against their own objectives
- Provide regular, timely reporting to ensure the proactive management of event fundraising promotions and acquisition of new participants

Budgetary control

- Ensure all fundraising events operate within their agreed income/expenditure budget
- Report on KPIs including enquiry conversion, participant numbers, average donation, repeat bookers etc., to support data-led decision-making

Managing performance

- Project manage events to ensure optimal performance against financial and non-financial expectations
- Ensure a consistent, reliable feedback loop involving fundraising event participants, internal and external partners to support refinement of event portfolio

Stakeholder relationships

- Maintain excellent internal and external supplier relationships for all fundraising event activity
- Deliver an exceptional experience to all fundraising event participants

Achieving customer service excellence

- Measure and review all feedback from fundraising event participants against agreed KPIs
- Measure repeat participant rate against agreed KPIs

PRIDE values

To embody and deliver the role of Events Executive in line with our values:

Passionate

Respectful

Inclusive

Driven

Empowered

Experience required:

- Experience of creating, planning and delivering successful fundraising events both physical and virtual
- Use of social media in a fundraising setting (desired)
- Experience of building strong internal and external stakeholder relationships
- Experience of working with external partners to deliver events
- Ability to work individually and collaboratively within own team and others
- Ability to work under pressure and to maintain a calm approach to challenging situations

Technical Knowledge:

- Knowledge of appropriate Health & Safety legislation in relation to event management
- IT literate: Word, Excel and other Databases
- Knowledge of CRM

Other significant role requirements:

Date updated: October 2021