

Events and Celebrity Engagement Manager Job Description

Job Title: Events and Celebrity Engagement Manager
Hours: Full-time - 37.5 hours per week
Location: Head Office London, EC2A 2AH
Term: Fixed term contract 12 months maternity cover

Reports to: Head of Fundraising
Direct report: Senior Events Officer
Wider department: Corporate Partnerships Manager, Community Fundraising Manager, Events and Celebrity Engagement Manager

Job purpose:

- To be responsible for The Sick Children's Trust's annual events programme, delivering a series of special and challenge events that are strategic, meet annual income targets, raise awareness of the charity and cultivate high level relationships.
- To create and implement the strategy for celebrity support, engaging existing and new Ambassadors in events and the wider charity, and providing excellent relationship management.

Key responsibilities:

Special Events

- Develop and implement all aspects of the Special Events programme in order to deliver agreed financial targets, maximise support and raise awareness for the charity, providing regular reports for the Head of Fundraising.
- Set, manage and monitor income and expenditure budgets for the special events programme.
- Deliver existing fundraising events including The Supper Club and The Chocolate Ball, oversee the Senior Events Officer's portfolio of events, and increase fundraising potential through developing new events and building new external relationships.
- Manage the Events committees ensuring they are strategic and impactful, and recruiting additional members when required.
- Research and secure sponsorship for events using warm contacts and cold approaches (in liaison with the Corporate Fundraising team and regular volunteers).
- Secure fundraising prizes to maximise profit from events, which includes auction, silent auction and raffle items, and build relationships with prize donors to secure ongoing support.
- Work across internal teams to ensure every event is collaborative and meets wider fundraising and organisational objectives.
- In collaboration with the Head of Communications & Marketing, formulate a promotions plan to ensure that all events are appropriately marketed and all public relations opportunities maximised.
- Analyse and evaluate results of all special event activity to inform strategy and planning including objective, target and budget setting.
- Deliver a highly professional service to events supporters with a commitment to excellent customer service.

Celebrity Engagement

- Develop and implement a strategy to attract, secure and nurture celebrity support, maximising their involvement across the charity.
- Proactively network and negotiate to nurture new and existing relationships with celebrities and their representatives.
- Ensure best practice supporter stewardship and implement an appropriate and meaningful communications programme.
- Set, manage and monitor expenditure budgets for the Ambassador programme and report on the impact of celebrity support when required.
- Lead celebrity support for, and involvement in, fundraising activity to maximise income generation and awareness raising opportunities.
- Act as the main point of contact for all celebrity attendance at events and to ensure there is a celebrity liaison plan in place.

Challenge Events

- Manage the Senior Events Officer to oversee the development and delivery of the challenge events programme, ensuring excellent supporter care.
- Set, manage and monitor income and expenditure budgets for the challenge events programme.
- Develop a challenge events strategy that maximises income and awareness and ensures new business opportunities deliver the greatest return for the charity.

Other responsibilities

- Manage and motivate the Senior Events Officer so as to achieve shared aims and agreed objectives.
- Lead by example in ensuring fundraising best practice, event best practice, and adherence to Event Health and Safety and cash handling procedures.
- Represent and speak on behalf of The Sick Children's Trust at meetings and events when necessary
- To play an active part in team meetings and in wider organisational activities as appropriate.

Duties may vary from time to time with development of the post. 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.

Person specification

Key: (E) = Essential (D) = Desirable

Experience

- Significant experience of delivering Special (Fundraising) events (E)
- A proven track record of achieving financial and engagement targets and maximising funds (E)
- A proven ability to network, build relationships and engage with a range of stakeholders, including high value stakeholders such as major donors (E)
- Experience of managing a diverse workload, project management and excellent time management skills (E)
- Excellent communication and interpersonal skills with the ability to influence internal and external stakeholders (E)
- Experience of creating event marketing plans and designing and producing promotional materials (E)
- Experience of working with volunteer event / fundraising committees (D)
- Experience of personally securing sponsorship from a company or individual (D)
- Line Management experience (D)

Abilities & Skills

- Able to proactively drive forward projects seeing them through to a successful conclusion (E)
- Excellent attention to detail and commitment to high standards in all areas of work (E)
- Able to plan and manage financial budgets (E)
- Able to demonstrate good negotiation skills to achieve value for money (E)
- Able to deal with problems as they arise and use initiative to overcome obstacles (E)
- Strong team player, collaborative, with the ability to also work independently (E)
- Understanding of health and safety, events and fundraising best practice and relevant fundraising and legislation (E)
- Knowledge of the celebrity world with a good grasp of current affairs (D)
- Informed knowledge of the interaction between celebrities and charities and the value these relationships can bring (D)

Knowledge

- Knowledge of Microsoft Office software is essential, in particular Word, Excel, Outlook and PowerPoint (E)
- Knowledge of Adobe InDesign software (D)

Education and training

- Educated to at least A-level standard (E)
- Degree or equivalent experience (D)

Other requirements

- Positive outlook and flexible approach to working (E)
- Committed to The Sick Children's Trust's objectives and goals with a conscientious approach (E)
- Results orientated approach to working (E)

Circumstances

- Commitment to working within the principles of the Equal Opportunities Policy (E)
- Represent The Sick Children's Trust according to values of the organisation (E)
- Available to work evenings and weekends when necessary (E)