

# Thank you for your application

In this pack is the following information:

- Who we are and what we do
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- How to apply





# About us

The Sick Children's Trust is the charity that provides a welcoming 'Home from Home' where families with a sick child in hospital can stay. But we're more than bricks and mortar, our friendly, caring staff are there to support families when they really need it.

Without us families would have to travel long distances, sleep in uncomfortable hospital chairs or pay for expensive hotels just to be by their sick child's hospital bedside. Not only do we alleviate financial worries but we also help the mental wellbeing of the families we support.





# Our vision

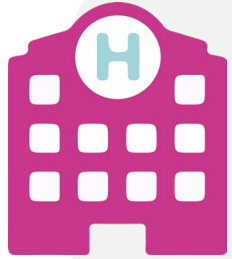
We are working to a future where every family with a seriously ill child in hospital can stay together, close to their child's hospital bedside.

# Our mission

We provide welcoming, comfortable 'Homes from Home', to keep families together when they have a sick child in hospital and kind, caring staff to support them



# Our values



## Passionate

We believe passionately that families with a seriously ill child in hospital should be together



## Supportive

We care for families when they really need us, and we support our staff to be the best they can be



## Togetherness

We work together to make a difference



## Proud

We are proud to be able to welcome all families that need us to our clean and comfortable 'Homes from Home'

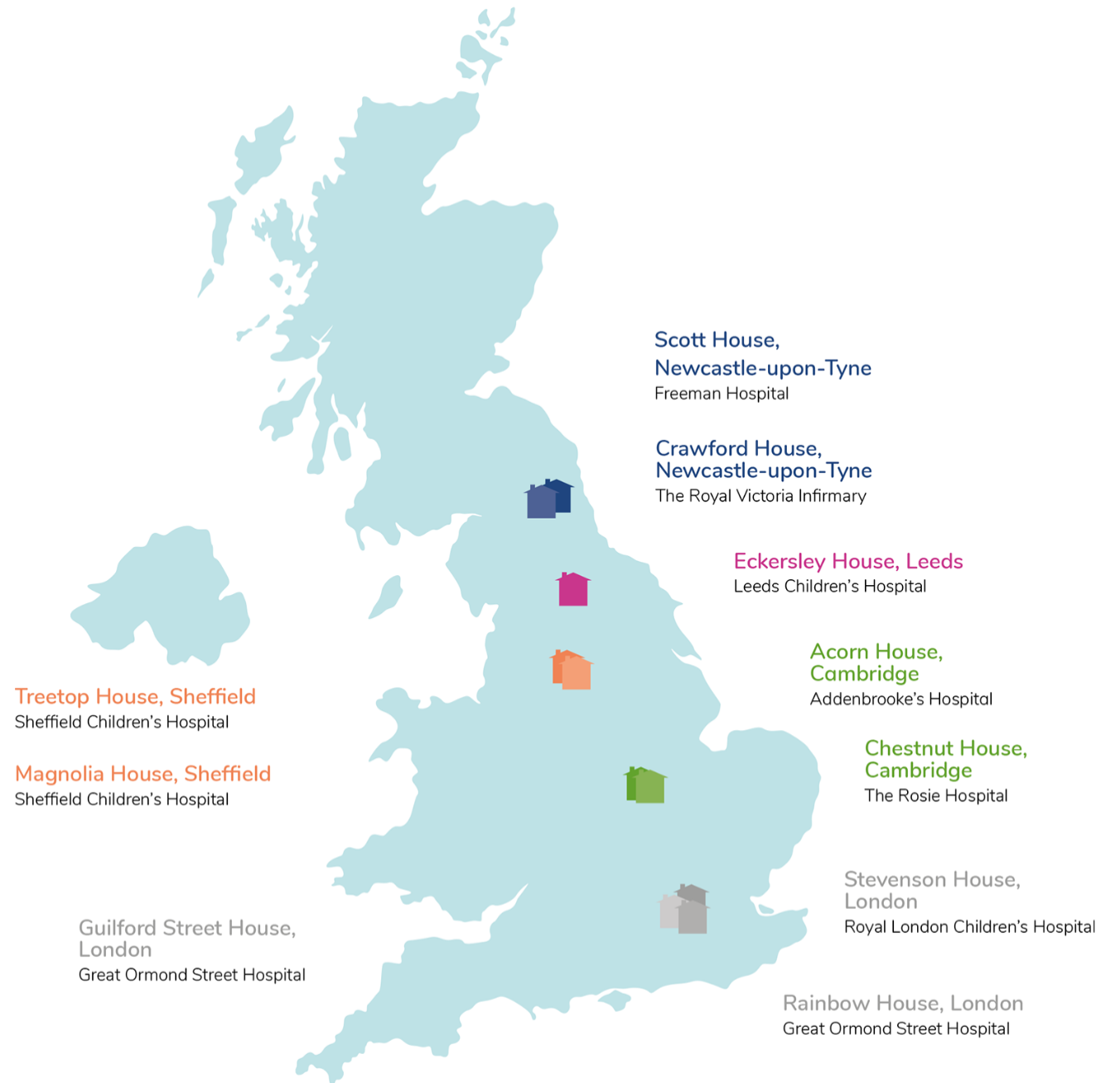


## Trustworthy


We are open, honest and transparent in everything we do. We spend our money responsibly ensuring that families are always at the heart of our work

# Our 'Homes from Home'

We have ten 'Homes from Home' across England that can support 148 families a night. In 2022/23 we provided 40,803 nights of accommodation and supported 3,021 families.





A photograph of a woman with blonde hair, seen from the side, holding a baby. The baby is wearing a blue and white striped sweater with a red collar and has medical equipment on their face: a nasal cannula and a small adhesive patch on their cheek. The background is a soft-focus outdoor scene with green and yellow leaves.

“To be an hour away, when you’ve got to produce milk, express it, take it into NICU for feeds. On top of the stress of going backwards and forwards and missing time with him, it’s just not feasible. You need to be there all the time, to be there with him, But thanks to The Sick Children’s Trust’s support, you’re focusing on being there for your baby, not on where you can sleep”

**Helen Ledster, Flynn’s mum**



# Our staff survey

97%

of our colleagues enjoy working  
at The Sick Children's Trust

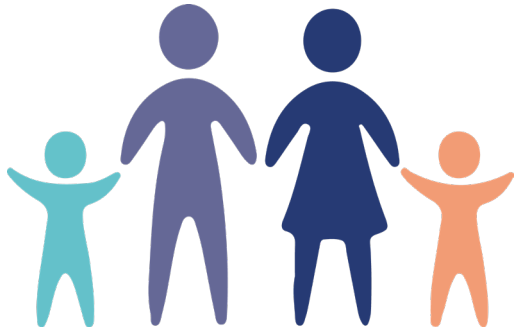
95%

of our colleagues are proud to  
work at The Sick Children's Trust

94%

of our colleagues said that the  
work of the charity inspires them  
to do a good job

# Our impact 22/23



We supported  
**3,021**  
families



We provided  
**40,803**  
nights of  
accommodation



Average travel time  
**85 minutes**  
from home to hospital



Occupancy rates  
**89%**  
in our 'Homes  
from Home'



# Job Description

<b>Job Title:</b>	Senior Special Events Officer
<b>Hours:</b>	Full-time, 35 hours per week – part-time and flexible hours considered following successful completion of probationary period
<b>Location:</b>	Flexible with travel required for events with a minimum of one day a week at our head office in London or Crawford House in Newcastle
<b>Contract:</b>	Permanent
<b>Reports to:</b>	Special Events Manager (London)

## Background and scope:

The Special Events team focuses on fundraising and engagement events that appeal to all areas of our supporter base, with a particular focus on high level fundraising. The team work to implement a varied portfolio of high-quality donor-focused events and activities that include gala dinners, ticketed events, and sporting activities. In line with our new ambitious strategy, we are looking to significantly expand our special events programme over the next 5 years with a view to more than trebling income from this stream. The Senior Special Events Officer will have the opportunity to shape the programme as it develops and will lead on their own portfolio of events, as well as supporting other initiatives.

## Role purpose:

In collaboration with the Special Events Manager, to raise income and awareness of the charity from potential and current supporters by project managing specific events, cultivating relationships, and contributing to the development of the special events programme.

**Key tasks and responsibilities:**

- Assist with the successful planning and delivery of our forthcoming special events, including our Golf Day, Clay Pigeon Shoot, Carol Concert, Snowflake Ball and proactively contribute to the development of new events.
- As the programme grows, lead on specific fundraising projects and large-scale events, ensuring income targets are met and expenditure budgets adhered to.
- Take responsibility for the operational management, delivery and on the day support of agreed special events, ensuring attention to detail and high standards are consistent throughout. This includes volunteer recruitment and liaison.
- Build and maintain long-term supporter relationships through regular and effective communication.
- Manage relationships with external suppliers, including auction technology providers, caterers, production and AV, entertainers, and photographers, ensuring all suppliers work to agreed terms and conditions.
- Monitor income and expenditure for allocated events, ensuring accuracy and keeping on top of any significant variances.
- Work collaboratively with the Communications and Marketing team to develop and create engaging events materials and to ensure that the special events programme is appropriately marketed across social media, press, e-marketing and print.
- Collaborate with other teams including Philanthropy, Corporate Partnerships and Community, ensuring the special events programme helps to meet shared objectives.
- Lead on securing auction prizes and pro bono support from individuals and companies for live and silent auctions as well as raffles and other fundraising mechanisms. Ensure systems and processes are implemented to maintain accurate records and build relationships with prize donors to secure ongoing support.
- Support with research and approaches to new celebrities for special events and wider charity initiatives and take responsibility for regular communications with our ambassadors.
- Take ownership of event and own administration ensuring the database and central spreadsheets are accurate, enquiries are answered efficiently, and the wider team are kept updated.



# Person Specification

		Essential	Desirable
Experience	Experience of project managing a portfolio of special events including successful fundraising special events	X	
	Understanding of budget management and maintaining accurate income and expenditure records	X	
	Experience of managing a varied workload, simultaneously planning and organising a number of projects to set timescales	X	
	Proven track record of establishing relationships with a range of stakeholders, including high value stakeholders such as major donors	X	
	Experience of working with celebrities		X
	Experience of working well on own initiative and cooperatively as a team	X	
	Experience of using a Customer Relationship Management (CRM) database		X
	Understanding of charity fundraising regulations and Data Protection legislation		X

<b>Skills, abilities and personal attributes</b>	Thorough understanding of event processes and procedures	X	
	Able to proactively plan and organise projects seeing them through to a successful conclusion	X	
	Able to prioritise workload and manage own time effectively to meet deadlines	X	
	Excellent attention to detail and commitment to high standards in all areas of work	X	
	Excellent interpersonal skills and able to communicate clearly, assertively and sensitively, working with a wide range of people at all levels both in writing and verbally	X	
	Ability to tailor communications appropriately to target audiences across different media (postal mailings, e-communications and social networking sites)	X	
	Strong team player, collaborative, with the ability to also work independently	X	
	Ability to recognise when to take the initiative and when to refer to line manager	X	
<b>Knowledge</b>	Knowledge of Microsoft Office software is essential Including Word, Excel, Outlook and PowerPoint	X	
<b>Education/ Training</b>	Good literacy and numeracy sufficient to put together high-quality documents and presentations	X	
<b>Other requirements</b>	Commitment to working within the principles of equal opportunities	X	
	Commitment to the charity's mission and values	X	
	Commitment to working outside of normal office hours, at weekends and away from home when the job requires this	X	



# Benefits

- 35 hour working week
- Discretionary hybrid working
- 25 days annual leave plus your birthday off
- Time off in lieu policy
- Auto-enrolment into a pension scheme at 3 months service
- Commitment to development and training
- Interest free travel loan
- Family friendly policies (flexible working and time off for dependents)

## Commitment to your wellbeing including:

- Employee Assistance Programme
- Eyecare Voucher
- Flu Vaccination
- Life Assurance

## Post-probation benefits:

- Bonus day off in December
- Enhanced pension option
- Permanent health Insurance
- Access to Digicare+
- Interest free travel loan



# Equal Opportunity

The Sick Children's Trust strives to be an Equal Opportunity employer. We are committed to developing a diverse and inclusive organisation, where people feel supported and valued to be the best they can be.

We welcome applications from people from all sections of the community, irrespective of race, ethnicity, gender, age, disability, sexual orientation, religion or belief.

If you require any reasonable adjustments to apply for this role to the best of your ability such as an accessible venue for interview, please let us know your requirements and we will make every effort to provide assistance.



# How to apply

If you are interested in applying for this role, please complete the [questionnaire](#) and submit your CV with a covering letter demonstrating how you meet the person specification to:

[recruitment@sickchildrenstrust.org](mailto:recruitment@sickchildrenstrust.org)

The closing date for the role of Senior Special Events Officer is 15 March 2024.

We will be considering applications as they are submitted so early application is advised.

For further details about The Sick Children's Trust please visit our website

[sickchildrenstrust.org](https://sickchildrenstrust.org)