

JOB DESCRIPTION

Post: Events & Sponsorship Manager

Reports to: Deputy Head of Fundraising & MarComs

Main Purpose of the job

To develop, manage and deliver a successful and sustainable Events and Corporate Fundraising strategy with the aim to secure sustainable, reliable income from an annual programme of fundraising and corporate events and from the development of profitable and mutually beneficial corporate relationships. To lead and manage the Events Team and Events Volunteers.

To raise public awareness of Erskine, our charitable aims and the care services provided by Erskine.

Duties/Responsibilities

1. To achieve the Events Fundraising annual set income target in excess of £150k.
2. To deliver a cost-effective Events & Sponsorship fundraising strategy, covering all geographical areas, with annual action plans.
3. Lead and line manage Events staff and volunteers, ensuring that they are appropriately trained, managed, monitored and motivated and comply within all appropriate policies and procedures.
4. To ensure the Database is maintained and operated in respect to all Events & Corporate Fundraising activity; to maximise the effectiveness of the Events team by ensuring accuracy and completeness of data, compliance with procedures and training of staff.
5. Research, initiate and develop profitable and sustainable relationships with major corporate supporters, both locally and nationally.
6. Work with a degree of autonomy within clearly defined policies, protocols, procedures and codes of conduct.
7. Responsibility for project managing specific major Erskine events whilst also acting as programme manager for the charity's entire annual programme of events, fundraising and major corporate engagement.
8. Responsibility for setting own and team priorities and ensuring that work is completed within agreed timescale whilst under the guidance of the Head of Fundraising and Communications.
9. Manage effective team working across various internal departments and external agencies to achieve goals.
10. Ensure work schedules for projects are met, from original concept to delivery, including writing of copy, in-house design, data selection and segmentation and appropriate materials are developed for Events & Corporate fundraising projects and activity.
11. The post holder will exercise judgement, eg prioritising supporter activities for the best return. Initiative is frequently required to identify and take advantage of income-generating and profile-building opportunities for Erskine and in building profitable relationships with individual and corporate supporters.
12. Managerial responsibility to ensure each event has a marketing and communications plan and work closely with colleagues and external agencies to maximise audience coverage and promotional content for the Erskine Website and social media channels.

13. Responsibility to ensure supporters are thanked and recognised immediately, appropriately and in accordance with Erskine's donor care policy.
14. Specialist desk top publishing skills required, i.e. accuracy, measurement and eye for detail/design.
15. Create a culture of innovation and best practice so that all plans and activities are implemented to the highest standard and are in line with legislation, codes of practice and operational procedures.
16. Identify and support training requirements for the Events Team and volunteers and cultivate a policy of continual professional development.
17. Any other duties as required within the scope of the role

PERSON SPECIFICATION

No	Applicant criteria for post	Essential	Desirable
Qualifications & Experience			
1.	Degree or equivalent in events marketing, fundraising or a related discipline		√
2.	Project planning skills and 3-5 years' experience in events and/or corporate fundraising	√	
3.	A proven track record of meeting similar income targets	√	
4.	Ability to motivating staff, volunteers, representatives and provide clear direction and leadership giving strategic and tactical advice and guidance to the Events Team	√	
5.	Able to demonstrate excellent interpersonal and communication skills	√	
6.	Database experience, data analysis and an understanding of Raisers Edge or similar would be an advantage, although training will be provided		√
7.	The post holder will ensure the on-going development of Erskine's Policies and Procedures for all elements of Events & Corporate fundraising, providing detailed organisational advice		√
8.	A full driving license is essential	√	
Skills and Qualities			
9.	Good organisational and time management skills are a pre-requisite	√	
10.	Specialist knowledge of events operational procedures (financial, legal, volunteer, health and safety etc)	√	
11.	Frequent evening and weekend work will be a requirement of this post	√	