

Bespoke Events Fundraising Manager

Job description

Together we are help and hope for everyone living with dementia



Who we are

Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

Together with our supporters, we're working towards a world where dementia no longer devastates lives.

Our values

Our values tell everyone who we are as an organisation.

Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us of what we all stand for.

Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



Trusted expert

We're listening, we're learning and we use experience and evidence.



Better together

We're open, we combine our strengths and we achieve more together.



Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

Bespoke Events Fundraising Manager

Position in the organisation

Reports to the Senior Bespoke Events Fundraising Manager

Line Manages 4 direct line reports

Member of our Events team.

Part of our Income and Engagement directorate.

Purpose of this role

At Alzheimer's Society we are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people with dementia and their carers.

This role is a key managerial position within the Bespoke Events team, playing an integral part in the delivery of our ambitious targets. You will develop and strategically project manage our Trek26 series to drive strong recruitment and enhance supporter experience, maximising income and exceeding targets.

Directly line managing 4 team members you'll lead your reports to deliver excellent supporter experience through the delivery of their individual events within the Trek26 series. You will lead the team in delivering inspiring and engaging and supporter focused stewardship journeys, while overseeing a multichannel marketing campaign and maintaining exceptional external stakeholder relationships.

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A trusted expert who believes in working Better together and demonstrates true Compassion.

Key accountabilities and responsibilities

Budgets and Financial Management

- Responsible for managing large complex budgets, ensuring activities are delivered to target, performance is effectively tracked, and risks and opportunities are mitigated or maximised
- Responsible for leading your line reports to meet and exceed income and expenditure targets as agreed with the Senior Bespoke Events Manager and Head of Events
- Work collaboratively to contribute to the overall Income and Engagement directorate targets

Line Management

- Responsible for the day-to-day line management of four team members
- Provide support, development, inspiration, challenge, direction, and recognition to your reports

- Manage performance or behaviours (both great and poor) and empower the team to live our values

Relationship Management

- Manage key external relationships with our delivery partner for Trek26, regularly evaluating their service and feeding back when necessary.
- Work alongside the Events Marketing and Events Participant Experience teams to ensure all marketing and stewardship campaigns are properly integrated, informed, planned and evaluated.
- Managing communication between key internal teams ensuring necessary stakeholders are involved in decision making for your area of work.
- Support the Senior Events Manager to help develop and deliver the Events Team strategy.
- Work across departments to improve and develop processes, systems and relationships which enable the effective day to day management of Bespoke Events and the long-term strategic goals of the Events Team

Project Management

- Directly responsible for the planning, development and management of complex strategic projects as outlined by the Senior Events Manager
- To develop processes and regular reporting of performance against agreed KPIs
- Incorporate robust test matrixes into the delivery of all activities and ensure learning inform future decision making.
- Collaborate internally across the Society, utilising other teams' skills, in particular Supporter Care and Press/Celeb/Media teams.
- Work with the Senior Events Manager as part of the business planning process to recommend investment and the approach to the year ahead.
- Keep abreast of the events market, trends and best practises and drive innovation within the team to ensure delivery of market leading events portfolio.

Event Delivery

- Work out of normal office hours as required by the events programme, including weekend work during event season. Hours worked outside of normal office hours will be compensated via the Events team TOIL policy.
- Responsible for ensuring all events delivery meets our high standards, ensuring the best possible supporter experience on the day.

Other tasks

- Benchmark against external competitors in both the charity and private sector, keeping abreast of current and emerging practices and techniques.
- Undertake any other duties or projects commensurate with the nature and grade of this post as required.
- Directly responsible for the planning, development, and management of complex strategic projects.
- To lead innovation around event management, recruitment, and delivery, sharing best practice.

We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Demonstrable experience of fundraising, ideally in events fundraising	A/I
Knowledge of MS Office (Word, Excel, PowerPoint, Outlook) and fundraising databases	A/I
Experience of leading, managing, and motivating a team and/or volunteers	A/I
Strong experience of budget and financial management	A/I
Proven track record of exceeding targets	A/I
Demonstrable organisational skills	A/I
Demonstrable project management skills	A/I
Demonstrable delegation, negotiation and influencing skills	A/I
Experience of building and maximising supplier relationships and where necessary holding them to account	A/I

Ability to influence and inform across the organisation and directorate	A/I
Ability to make sound and rational decisions under pressure	A/I
Experience of creating and cultivating lasting, mutually beneficial relationships with external suppliers	A/I
Experience of managing multiple complex strategic projects and deadlines	A/I
Ability to use initiative, prioritise and demonstrate problem-solving approach	A/I
Ability to demonstrate sound judgement based and make recommendations based on knowledge and insight	A/I
Ability to collate data, investigate issues and be solution focussed	A/I

Competencies & personal attributes	Application (A) or interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	A/I
Be a self-starter and incredibly motivated.	A/I
Demonstrable organisational and timekeeping skills.	A/I
Demonstrable attention to detail.	A/I
Non-judgemental communication	A/I
Commitment to and understanding of equal opportunities	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	A/I

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Our benefits



Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contribution rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers



Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications



Family & Dependants

- Enhanced family leave – 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning



Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave