

Special Events 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.

Special Events Manager

Position in the organisation

Reports to the Senior Special Events Manager

Member of our Special 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.

The purpose of this role is to enable Alzheimer's Society's high-value fundraisers to deliver against their ambitious income and growth targets by devising and delivering a bespoke portfolio of exceptional engagement events.

Working closely with the Corporate, Philanthropy and Development teams, the role is responsible for designing and managing a wide range of stewardship and cultivation events, that connect new and prospective high value supporters – including major donors and senior representatives from corporates, trusts and foundations – to Alzheimer's Society's cause, mission and impact as powerfully as possible.

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

Event management:

- Work closely with the Senior Special Events Manager to shape and deliver a strategic and compelling calendar of engagement events that support the income and growth ambitions of the High Value Partnerships and Legacies Directorate.
- Lead the end-to-end delivery of a diverse portfolio of high value engagement and income-generating events, from intimate cultivation experiences to larger scale stewardship events.
- Design and deliver events that inspire, engage and deepen long term relationships with major donors, corporate partners, and representatives from trusts and foundations, connecting them to Alzheimer's Society.
- Take ownership of all event logistics and administration, ensuring exceptional attention to detail across venue sourcing, supplier contracting, invoicing, print production, timelines and guest list management.
- Build and manage relationships with venues and suppliers to ensure excellent value, quality and consistency across all events.
- Work collaboratively with Corporate, Philanthropy and Legacy teams to maximise engagement, attendance and learning from every event experience.

- Evaluate the short- and long-term impact of events through clear analysis, feedback and evidence, translating insights into actionable recommendations that continually improve future delivery.
- Share learning, insight and best practice across teams to encourage innovation, collaboration and continuous improvement.
- Work closely with the wider Special Events team and event volunteers to deliver outstanding supporter experiences.
- Act as a confident ambassador for Alzheimer's Society, ensuring every interaction leaves attendees feeling valued, inspired and motivated to deepen their relationship with us.

Financial:

- Prepare and control budget for events, monitoring expenditure against budgets, produce reports and financial analysis as required.
- Ensuring activities are delivered to budget, performance is effectively tracked, and risks and opportunities are mitigated or maximised.

Relationship management:

- Work with the Senior Special Events Manager to help develop and deliver the Special Events Team strategy.
- Work across departments to improve and develop processes, systems and relationships which enable the effective day to day management of Special Events and the long-term strategic goals of the Special Events Team.
- Work with senior stakeholders across High Value to contribute to the directorate strategy and business planning processes.

Team management:

- Responsible for the day-to-day management of Special Events Apprentice – when they are recruited.
- As a line manager, be responsible for developing our people. Provide support, development, inspiration, challenge, direction, and recognition to the apprentice.
- Manage performance or behaviours (both great and poor) and empower the apprentice to live our values.

Other

- Act as part of an expert resource on events fundraising for Alzheimer's Society staff and supporters.
- Work out of normal office hours as required by the special events calendar.
- Undertake any other duties appropriate to the scope and seniority of the role, as required.
- Represent Alzheimer's Society at both internal and external events, meetings and presentations.

We are looking for someone who can...

- Bring creativity, imagination and attention to detail to their work, designing and delivering exceptional experiences that inspire and engage.

- Work closely with colleagues at all levels.
- Develop and maintain relationships with event attendees, suppliers and other stakeholders.
- Be responsible for managing expenditure within an allocated budget; including reviewing and checking expenditure for sign off.
- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Champion the diverse needs of people affected by dementia by working in a manner that facilitates inclusion and collaboration, within and beyond the Society.
- Support and enable volunteering activities.
- 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.
- Be responsible for undertaking core learning for the role.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements.
- Work to embed a culture of inclusion and collaboration, within and beyond the Society
- Empower and support own wellbeing and the wellbeing of others.
- Be inclusive and respectful of the experiences and knowledge of all volunteers, employees and people affected by dementia by including them in our work to deliver the strategy ensuring their contributions are heard.

Person specification and selection criteria

| Skills & knowledge | Application (A) or Interview (I) |
|---|----------------------------------|
| Demonstrable experience of delivering events that aim to engage a target audience and meet objectives | A/I |
| Experience of budgeting and financial management | A/I |
| Experience of supervising staff or volunteers within an events environment | A/I |
| Significant experience of managing multiple complex projects at once | A/I |

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| Excellent organisational and project management / prioritisation skills | A/I |
| Ability to use initiative, prioritise and demonstrate a problem solving and solutions focused approach | A/I |
| Ability to demonstrate sound judgement and make recommendations based on knowledge and insight | A/I |
| Leads by example, influencing and inspiring confidence in others | A/I |
| Champions the diverse needs of people affected by dementia | A/I |
| Familiarity with MS Office and fundraising databases | A/I |
| Proactively build relationships with internal and external stakeholders and supporters at all levels | A/I |

| Competencies & personal attributes | Application (A) or interview (I) |
|--|----------------------------------|
| Excellent communication skills, both verbal and written. | A/I |
| Work collaboratively and be able to prioritise your workload effectively and remain solution focussed throughout your areas of work. | A/I |
| Strong interpersonal and interpretation skills, which enable you to have open jargon-free conversations with the business. | A/I |
| Excellent organisational and timekeeping skills. | A/I |
| Excellent attention to detail. | A/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 |
| Able to see beyond existing parameters and processes to find original and fresh solutions. | A/I |
| Comfortable giving direction and making decisions where there is some degree of ambiguity. | A/I |
| Shares knowledge and skills to develop others and support learning. | 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 & Dependents

- 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