

Bespoke Events Fundraising Officer

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 Officer

Position in the organisation

Reports to the Bespoke Events Fundraising Manager.

Member of our Events Fundraising 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.

As Bespoke Events Fundraising Officer, you will lead and project manage a portfolio of Bespoke fundraising events. Strategically planning, growing, developing and maximising the events, including driving recruitment and fundraising for the Society. Whilst also contributing to the Events Teams' wider goals and strategy.

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:

- Contribute to the overarching strategy of the events portfolio, by planning and implementing events as agreed with the Bespoke Events Fundraising Manager and Senior Bespoke Fundraising Events Manager.
- Responsible for delivering a great event experience for all supporters at events, including managing volunteers - ensuring their safety, training, experience and enjoyment at the event.
- Lead on and build relationships with internal and external key stakeholders and suppliers and monitor performance to ensure that contracts or agreements are in place, agreed and adhered to.
- Plan and manage events, including working closely with third party suppliers and where required site planning, traffic management, route planning, crowd control, emergency procedures and incident management.
- Plan and implement safety measures for events, including writing event management plans, risk assessments, and representing at Safety Advisory Groups (SAG), if required.
- Research, assess, negotiate, secure and manage venues suitable for events with an attendance of more than 2,000 people, including visiting prospective venues to walk, plan, and risk assess routes either in person or overseeing third party suppliers to complete these tasks.
- Responsible for the procurement and management of suppliers, including negotiation of costs and contracts.
- Responsible for event evaluations, with clear analysis and evidence of learnings, to make recommendations for future events.

Budget management and planning:

- Contribute to the overall events plan and strategy.
- Plan and implement events agreed with the Bespoke Events Fundraising Manager and Senior Bespoke Events Fundraising Manager.
- Devise, develop and implement income and expenditure budgets for events and reforecast in line with the Society's timetable.
- Continually monitor income and expenditure variance and input to management accounts, commenting and reasoning any variance.
- Ensure to keep all budget sheets up to date and flag any risks or opportunities to Bespoke Events Fundraising Manager and Senior Bespoke Events Fundraising Manager in a timely manner.
- Identify new opportunities to develop the programme of events and grow income.
- Keep up to date with the market and undertake competitor analysis.

Marketing:

- Work closely with the Events Marketing team.
- Undertake copywriting for the internal intranet and external website.
- Ensure that all marketing is tracked and analysed for effectiveness.

Supporter stewardship:

- Implement and manage an inspiring programme of support communications, including pre and post event, to provide information, advice and support to all events participants.
- Ensure communications have relevant event and fundraising information and create an excellent supporter experience to drive event fundraising and long-term support of the Society.
- Provide on-going briefings, updating key documents and materials as required, for use by the Supporter Care and the Participant Experience teams.
- Work with the Participant Experience Team and lead on selected stewardship projects.
- Ensure that information and advice given to supporters complies with charity law and Institute of Fundraising code of practice.
- Ensure that information about supporters is up to date and adheres to data protection regulations.

Other:

- Act as an expert resource on events fundraising for Alzheimer's Society staff and supporters.
- Undertake any other duties or projects appropriate with the nature and grade of this post as required by the Bespoke Events Fundraising Manager and Senior Bespoke Events Fundraising Manager.
- Work out of normal office hours (9-5pm) 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.

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)
Experience of organising and delivering events.	A/I
Experience of supervising staff or volunteers within an events environment.	A/I
Experience of budgeting and financial management.	A/I
Proven track record of exceeding targets.	A/I
Knowledge of fundraising databases.	A/I
Experience of developing and delivering stewardship/communications to supporters across multiple channels.	A/I
Experience of marketing or communications.	A/I
Excellent organisational and project management skills.	A/I
Experience of sourcing, managing and maximising relationships with suppliers.	A/I
Excellent delegation, negotiation and influencing skills.	A/I
Ability to use initiative, prioritise and demonstrate problem-solving approach.	A/I
Ability to build relationships and work with internal and external supporters at all levels.	A/I
Ambitious, innovative, target driven and self-motivated.	A/I
Knowledge of MS Office (Word, Excel, PowerPoint, Outlook).	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
Excellent organisational and timekeeping skills.	A/I
Excellent 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

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