

Events Fundraising Officer (Third Party & OYO)

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.

Events Fundraising Officer (Third Party & OYO)

Position in the organisation

Reports to the Senior Events Fundraising Manager (Third Party & OYO)

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.

As Events Fundraising Officer (Third Party & OYO) you will be responsible for project managing a portfolio of third-party sports events, leading on all aspects including event set up, participant recruitment, stewardship, and event delivery. You'll be a key team member to ensure we hit our ambitious income targets.

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

Budget management and planning:

- Devise, develop and implement income and expenditure budgets for events and reforecast in line with the Society's timetable.
- Contribute to the overall events plan and strategy. Plan and implement events agreed with the Senior Events Fundraising Manager.
- Continually monitor variance in income and expenditure and input to management accounts, commenting and reasoning any variance.
- Identify new opportunities to develop the programme of events and grow income.
- Keep up to date with the market and undertake competitor analysis.
- Evaluate the performance of events with clear analysis and evidence and make recommendations to the Senior Events Fundraising Manager.

Marketing:

- Work with the Events Marketing team to implement and manage events marketing campaigns.
- Manage suppliers, printers and designers, and work with event providers as required.
- Undertake copywriting for the web and event newsletters and as appropriate, ensuring that the Society's brand is protected.

Supporter stewardship:

- Implement and manage an inspiring programme of support communications to provide information, advice and support to all events participants ensuring they have relevant event and fundraising information and enjoy an excellent experience, including pre and post event.
- Provide on-going briefings, updating key documents and materials as required, for use by the Supporter Care team and Participant Experience team.
- 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.
- Represent the Society at external events and ensure that supporters, their spectators and volunteers enjoy an excellent experience.

Other:

- Lead on and build relationships with suppliers and monitor performance to ensure that contracts or agreements are in place, agreed and adhered to.
- To act as part of an expert resource on events fundraising for Alzheimer's Society staff and supporters.
- To work out of normal office hours as required by the events programme, in line with the Events Team TOIL policy.
- To undertake any other duties or projects commensurate with the nature and grade of this post as required by the Senior Events Fundraising Manager.

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)
Knowledge of MS Office (word, excel, PowerPoint, outlook)	A/I
Excellent organisational skills	A/I
Excellent project management skills	A/I
Excellent fundraising or marketing experience, ideally in events fundraising	A/I
Experience of managing complex projects	A/I
Knowledge of fundraising databases	A/I
Budgeting and financial management	A/I
Proven track record of exceeding targets	A/I
Experience of marketing or communications, including briefing and commissioning of print, copy or design, and market research	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, innovative, target-driven and self-motivated.	A/I
Excellent organisational and timekeeping skills.	A/I
Excellent attention to detail.	A/I
Delegation, negotiation and influencing skills.	A/I
Ability to build relationships and deal with external supporters at all levels.	A/I
Ability to make sound decisions under pressure.	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