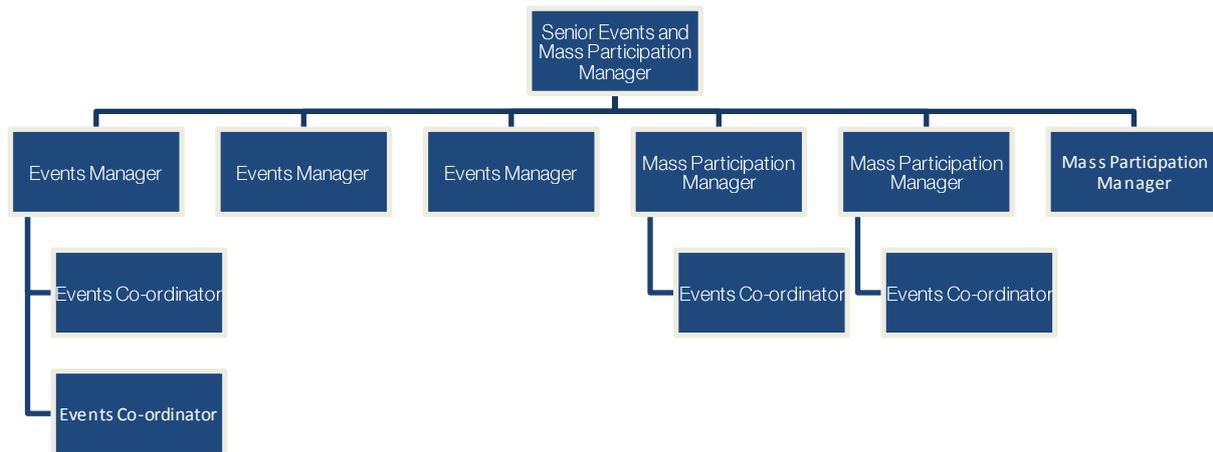


Fundraising Events Manager

DIRECTORATE:	Engagement and Fundraising
SECTION:	Community and National Events Fundraising
REPORTING TO:	Senior Events and Mass Participation Manager
CONTRACT:	FTC until June 2020



WORKING RELATIONSHIPS:

Inside Diabetes UK
Community and Events team, corporate, marketing, finance, data team, legal, IT, volunteer development, digital
Outside Diabetes UK
Advertising and creative agencies, fulfillment agencies, event material suppliers, event venues, online fundraising providers, other charities

OVERALL PURPOSE OF THE JOB

Fundraising Events and Mass Participation are a vital area of growth for Diabetes UK's Engagement and Fundraising Directorate.

We are looking for an experienced third party Fundraising Events Manager with a solid track record marketing and delivering successful third party events activity, as well as having excellent communication and project management skills.

MAIN DUTIES AND RESPONSIBILITIES:

1. Project manage Diabetes UK's involvement in a series of third party events, such as the Great North Run, Ride London 100 and Brighton Marathon, to meet agreed financial and participant recruitment targets.
2. Contribute to event marketing strategies, liaise with internal and external agencies on design and digital which are in line with Diabetes UK's branding guidelines.
3. Engage existing and acquire new supporters by ensuring an excellent supporter experience which inspires and mobilises supporters throughout their journey with Diabetes UK.
4. Devise and oversee administration processes for the events to ensure accurate communication and financial records are maintained.
5. Work closely with database marketing to maximise the value of data, to monitor and evaluate performance and produce reporting as required.
6. Deliver events and ensure all legal, health and safety, risk assessments and crisis management requirements are met.
7. Recruit, manage and support volunteers to maximise revenue opportunities whilst delivering an excellent supporter experience.
8. Contribute to and deliver income and expenditure budgets, ensuring the best return on investment for Diabetes UK.
9. Manage all event logistics and attend where necessary.
10. Undertake comprehensive post event evaluation to continuously improve Diabetes UK's involvement in third party events.
11. Work closely with the Community and Events fundraising team to maximise the value of all events fundraising activity.
12. Deputise for the Senior Events and Mass Participation Manager when appropriate.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Project manage Diabetes UK's involvement in a series of third party events, such as the Great North Run, Ride London 100 and Brighton Marathon
- Implement and work to key performance indicators, with regular monitoring & reporting techniques
- Prepare and manage budgets
- Develop, implement and evaluate marketing strategies and communication plans
- Evaluate, analyse and improve campaign performance with data driven and insight led decisions

- Effectively manage internal and external stakeholders, including relationships with agencies
- Plan, manage and evaluate event day logistics
- Ensure all legal, health and safety, risk assessment and crisis management requirements for their events are met
- Recruit and manage volunteers

The best person for this job will have experience in:

- Charity involvement in third party events
- Preparing and managing budgets
- Planning, implementing and evaluating marketing strategies for a variety of events
- Developing, implementing and monitoring comprehensive supporter communication journeys and plans
- Managing event day logistics
- Volunteer recruitment and management
- Fundraising databases
- Campaign evaluation and analysis
- Data Protection legislation
- Applying brand guidelines consistently across a variety of channels and products

The best person for this job will be:

- Educated to degree level or equivalent experience, with experience of working in an Fundraising Event Manager role
- Outcome, delivery and target focused
- Able to plan and manage a variety of projects and activities to tight deadlines, whilst maintaining excellent attention to detail
- An excellent communicator who has the ability to build and maintain effective working relationships with internal and external partners
- Willing to travel throughout the UK and to work weekends and evenings
- Committed to, and have an understanding of, equal opportunities
- Committed to learning about, or have an understanding of, diabetes and the issues surrounding the condition