



Children's Hospices Across Scotland

JOB DESCRIPTION – HIGH PROFILE EVENTS MANAGER

Job Details

Job Title – **High Profile Events Manager**
Responsible to – **Senior Partnership and High Profile Events Manager**
Job Family – **Manager – Non Care**

Location – **Any CHAS site**
Salary – **Enabling Care Level F**

Job Purpose

As the High Profile Events Manager within the Partnerships and Philanthropy team, you will devise and innovate, implement, manage and evaluate a diverse and compelling portfolio of CHAS-led high profile fundraising events to raise significant income for the organisation against pre-agreed targets. Additionally, these unique, bespoke events will be instrumental in the recruitment, cultivation and stewardship of high-level supporters and prospects who will help to expand our networks, further our fundraising propositions and ultimately drive new and increased levels of income in to the organisation through other income streams.

Main Tasks

- High Profile Events Strategy Development
- Event Project Management
- Team Working and relationship building
- Staff Management
- Financial Management
- Volunteer Management
- Risk Management

Job Activities

High Profile Events Strategy Development

- In conjunction with the Director of Income Generation and Engagement, Head of Partnerships and Philanthropy and Senior Partnership and High Profile Events Manager, devise, implement, manage and evaluate a compelling and irresistible calendar of high profile fundraising events to generate and exceed planned income targets
- Present, manage and maintain an innovative portfolio which places CHAS ahead of its competitors at all times and makes CHAS the charity of choice within the extensive high-profile fundraising events market in Scotland

- Lead and develop calendar of events which reflects CHAS's national status and build an annual programme which takes in to account the geographic diversity of the organisation's mission to reach every family in Scotland that needs our support
- Take responsibility for the development and implementation of the High Profile Events 5 year strategy, adding insight and management capability to continually innovate and drive forward income in an upward trajectory
- Demonstrate initiative and enterprise in promoting new event propositions at any time for consideration and approval outwith the pre-set annual income targets and associated expenditure
- Take informed decisions and recommend, with relevant justification, if an event has run its course and should be shelved regardless of longevity
- Contribute to the development and review of the CHAS Fundraising Strategy, ensuring clear direction and articulation of the HPE 5yr strategy within the P&P team and thus enabling targets to be met and organisational aims to be achieved
- In conjunction with the Head of Partnerships & Philanthropy, monitor, evaluate and review the HPE strategy on a regular basis to ensure constant progress towards sustained growth in income
- Strategy ownership of financial planning, innovation, geographical fundraising, and research opportunities for new events targeting new audiences and prospects

Event Project Management

- Take responsibility and act as the main appointed CHAS contact for all HP events
- Ensure that all HP events are appropriately planned and project managed to the highest standard
- Manage and co-ordinate suppliers and all event logistics
- Update and refresh the individual event packages year on year, taking in to account CHAS marketing and messaging development, raising awareness of the 'Keep the Joy Alive' Campaign and proposition to guests
- Recruit, lead and manage event committees, ensuring protection of CHAS's reputation and compliance with CHAS procedures at all times
- Demonstrate outstanding negotiation and communication skills in securing best value for money for all expenditure requirements
- Build and maintain strong relationships with suppliers in order to ensure on-going beneficial deals for CHAS
- Work closely with the Head of Marketing and Communications and relevant Care service keyworkers to liaise sensitively and appropriately with CHAS Parent speakers and families to independently endorse CHAS's work and aims by speaking at events
- Produce event speaker briefs and scripts in conjunction with the PR team
- Manage the co-ordination and production of persuasive fundraising AV presentations including CHAS film, auction clips, general messaging and celebrity endorsements
- Identify and instigate approaches to celebrities beyond Scotland who may well enjoy UK-wide or international recognition and could raise the profile of and promote CHAS through their involvement
- Working closely with the Partnership Account Manager and Partnership Development Manager, to maximise options for event sponsorship, present tailored written proposals/pitches in person and drive additional event income
- Oversee and implement on-going acquisition of extensive event prize requirements which have potential to achieve high income returns
- Collaborate with Community Fundraising colleagues and Challenge Events Manager to promote, where possible, participation in future CHAS fundraising opportunities without prejudice to the main 'on the day' event fundraising
- Take full responsibility on the day of any event to ensure that all aspects run smoothly and troubleshoot, where necessary, with tact and diplomacy

- Implement and manage all aspects of administrative procedures and processes (including payments, thanking and updating database), delegating to High Profile Events Executive wherever possible
- Co-ordinate and collate post event analysis and evaluation in order to capitalise on success factors and 'lessons learned'

Team Working and relationship building

- Works closely with Partnerships and Philanthropy Managers to ensure cross team working is maximised for the benefit of existing supporters and prospects, as a result of event attendance
- Develop relationships with Board Members, Chief Executive and Senior Leadership team in order to involve them appropriately and gain their support and participation in the events calendar
- Responsible for ensuring that the Partnerships and Philanthropy team can identify and enhance any potential new prospects and solicitation planning opportunities
- Works with the wider Income Generation and Engagement team to encourage awareness of the events portfolio and opportunities arising, sharing strategic aims and objectives

Staff Management

- Line manage full time High Profile Events Executive in line with CHAS HR policies and procedures
- Delegate departmental workload, support staff personal development, conduct regular support meetings and annual appraisal
- Responsible for managing the recruitment and selection of staff in accordance with CHAS's recruitment and selection policy and procedures
- Set and monitor performance indicators for team member(s)

Financial Management

- Delegated responsibility for managing the annual HP event expenditure budget (in excess of £100,000)
- Ensuring that best value for the organisation is achieved at all times through negotiation with all suppliers and contractors
- As authorised signatory, responsible for processing all invoices, dealing with petty cash, banking of monies, handling cash and donations as appropriate
- Compile and present business case for unbudgeted expenditure should opportunity arise to promote new event during financial year
- In conjunction with Senior Partnership and High Profile Events Manager and Head of Partnerships and Philanthropy, recommend and set ticket prices to reflect current competitive fundraising events market based on industry knowledge, research and current trends
- Maximise Gift Aid on auction, silent auction, direct ask and donations and ensure all records are updated accordingly to reflect Gift Aid consents
- Ensure agreed levels of ROI are met and annual growth is line with 5yr strategy
- Provide regular financial reporting to Senior Partnership and High Profile Events Manager and above.

Volunteer Management

- Recruit and manage volunteers who join Event Committees to actively support all aspects of event planning which will result in income targets being met
- Ensure that Committee guidelines are kept fully up to date, reflect CHAS's policies and procedures and clearly set out the roles and responsibilities of volunteer event Committee members

- Recruit and manage teams of ESV volunteers on the day of events and provide training, day-to-day support, planned supervision and ensure a quality service is delivered and feel they valued

Risk Management

- Responsible for the monitoring and prevention of operational day to day business risks arising within area of responsibility, ensuring that the appropriate risk register is maintained and reported in line with the organisation's framework for Risk Management
- Manage, monitor and update individual Risk Assessments for each event in conjunction with venue obligations and regulations

Health and Safety

- Responsible for coaching staff, adhering to and monitoring compliance with the CHAS Health and Safety Management Policy and associated procedures and co-operating with CHAS in complying with its legal duties
- Take charge as the Site Responsible Person and take control should an incident occur that requires immediate safety attention

Information Governance

- Responsible for coaching staff, adhering to and monitoring compliance with the CHAS Information Governance Framework and associated policies and co-operating with CHAS in complying with its legal duties
- Responsible for adhering to GDPR data protection regulations in relation to sensitive personal stakeholder information

Dimensions

- Holds and manages a delegated expenditure budget in excess of £100,000
- Ownership of income target which is 17% of overall P&P annual income target
- Responsible for the ownership, development and management of the HP Events strategy
- Directly manages the full time High Profile Events Executive.
- Frequently responsible for handling large amounts of cash and incoming donations
- In performing this role, frequently has contact with the CHAS Board of Directors, Chief Executive, Director of Income Generation and Engagement, the Head of Partnerships and Philanthropy, Head of Supporter Engagement, Senior Partnership and High Profile Events Manager, Partnership Account Manager, Partnership Development Manager, Senior Philanthropy and Trusts Manager, Trusts Fundraising Manager, Philanthropy Manager, Care team, Volunteers, major donors, senior corporate leaders, celebrities and suppliers
- As a member of the Partnerships and Philanthropy Team, contributes to the review of CHAS's fundraising strategy
- Management responsibility for volunteers, as appropriate

Decisions and Communications

- Works with a high degree of autonomy within the agreed management structure of CHAS and the Institute of Fundraising guidelines

- Makes day-to-day and longer-term decisions regarding the monitoring and controlling of the HP Events budget
- On a day-to-day basis, directly manages the work of one direct report and project manages a series of ongoing activities, handling several tasks simultaneously
- Responsible for taking quick decisions, problem solving and contingency planning in the run up to and on the day of events
- Negotiation and confirmation of detailed event contracts with relevant venues
- Takes independently informed decisions on the use and engagement of suppliers
- Develops and maintains relationships with suppliers ensuring best value for the organisation at all times
- Communicates complex information to a range of audiences with particular skills in written and verbal communications for event literature, event AVs and related event correspondence and contracts
- Helps shape aims and objectives for the wider Fundraising and Communications Team where relevant
- On a daily basis, communicates with the Senior Partnership and High Profile Events Manager, Head of Partnerships and Philanthropy, Philanthropy and Partnerships Team Managers, Chief Executive, Senior Management Team, the CHAS Board, Volunteer Committees, existing and potential supporters, celebrities etc.
- Responsible for complying with the CHAS Health and Safety Management Policy, Information Governance policy and associated GDPR procedures and co-operating with CHAS in complying with its legal duties



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PERSON SPECIFICATION – HIGH PROFILE EVENTS MANAGER

Education, Qualifications, and Training

Essential

- Degree qualified or equivalent

Desirable

- Certificate of Fundraising Management or equivalent professional qualification

Method of Assessment – Application Form

Skills, Abilities, and Knowledge

Essential

- Evidence of a high level of theoretical knowledge and understanding of project management and implementation
- Relevant experience of managing volunteers within a volunteer-supported environment
- Evidence of advanced level of communication and negotiation skills, being able to represent the interests of the organisation at all levels and positively influence internal and external contacts
- Excellent verbal communication skills with the ability to talk confidently over the phone and at meetings. Has a professional and confident approach when dealing with high level individuals and can maintain confidentiality as required
- Problem solving skills, diplomacy and tact
- Sales and marketing skills to promote events and attract support and sponsorship
- Flexible, target-driven, proactive approach
- Self-motivation, enthusiasm and flair to promote 'stand out' events ahead of the competition
- Strong IT skills with a working knowledge of Microsoft Office or similar packages

Desirable

- Knowledge and experience of budgetary preparation and expenditure control

Method of Assessment – Application Form and Interview

Experience

Essential

- Experience of formulating and implementing departmental and organisational business plans
- Experience of developing and leading projects within an organisation

- Relevant experience of working within the fundraising sector and evidence of a high level of knowledge of the legislative and regulatory framework, for fundraising within Scotland
- Demonstrable experience of managing the human, physical and financial resources of multiple projects
- Demonstrable experience of developing and sustaining relationships with individuals beyond events themselves

Method of Assessment – Application Form and Interview

Personal Qualities

Essential

- Acts with integrity
- Works co-operatively with colleagues to improve service
- Forms meaningful relationships with others
- Demonstrates initiative and acts with effectiveness
- Accountable for own actions and decisions
- Commitment to ongoing learning and development
- Commitment to CHAS core value, vision and purpose
- Commitment to working with/supporting volunteers
- A bright and 'can do' attitude at all times which inspires colleagues to collaborate and suppliers/attendees/celebrities to come on board

Method of Assessment – Interview

Other Requirements

Essential

- Full driving licence and access to a car for travelling between CHAS sites or to meetings or venues

Method of Assessment – Application Form and Interview