

Events Fundraising Executive

The Events Fundraising Executive reports to the Head of Public Fundraising and sits within the Community & Events Fundraising Team.

Line manager	Head of Public Fundraising
Manages	n/a
Salary	£24,000
Location	Flexible – 2 days home working, 3 days London based
Hours a week	35 Hours a week.

Summary / Overall purpose

Responsible for delivering Cure Parkinson's events, including challenge, community, special events and virtual campaigns. This role will plan and deliver a calendar of events, and project manage a range of projects and campaigns to maximise income and increase our number of supporters. The role will also support individuals and groups that are organising or taking part in an event to raise money for Cure Parkinson's.

Key responsibilities

Challenge Events:

- To support the Head of Public Fundraising in maximising fundraising income from Challenge Events to ensure targets are achieved, events are delivered to budget and sufficient income is received to support the activities of Cure Parkinson's.
- Take a lead on third party running and trekking events, delivering income growth by maximising current and new opportunities.
- To take responsibility for the recruitment and stewardship of Cure Parkinson's participants in events including the Royal Parks Half Marathon, Vitality London Big Half and the Ultra Challenge Series.
- Build strong working relationships with third party event organisers and suppliers.
- Ensure marketing and sponsorship requirements for events are briefed into the relevant teams accurately and on time and progress work plans, timelines and deadlines accordingly.
- Provide outstanding stewardship of our supporters, motivating and inspiring individuals with their fundraising.
- Recruit and co-ordinate volunteers for events, where necessary.

Community Events:

- Support individuals, schools, and groups taking part in activities for Cure Parkinson's with advice, fundraising materials, and where necessary event organisation support.
- Review and develop Cure Parkinson's fundraising materials, and seek new opportunities by researching and approaching schools, RAG committees, local businesses and key supporters/committees.
- Work with the Head of Public Fundraising to review processes for community fundraising, providing recommendations that improve and enhance the supporter experience.
- Identify where promotion is needed for campaigns and events, and work with the communications team to secure coverage in local press, or via Facebook, Twitter, Instagram, E-News and the website.

Special Events:

- Support the delivery of Cure Parkinson's program of Special Events, including key supporter-led initiatives such as the Gull's Eggs Luncheon and Cure3. This will involve:
 - Liaising with high-net worth committees and motivated individuals
 - Coordinating ticket sales and donations keeping an accurate budget of income and expenditure
 - Coordinating raffle and auction prizes for events
 - Liaising with the communications team regarding event literature, media coverage and sponsors requirements
 - Managing Cure Parkinson's team and volunteers
 - Evaluating post event success and reporting outcome to team and committee
- Support cross-departmental events, working closely with other members of the fundraising team to deliver events that are best-fit and effective in achieving the charity's aims.

Things we all do:

- Support Cure Parkinson's events and activities as required, which will include occasional evening and weekend work
- Ensure the identification of risk, both physical and financial, relating to fundraising activities and to ensure that they follow COVID-19 guidelines and GDPR and Data Protection regulations
- Work with fundraising colleagues to ensure the team is up to date on administrative and financial processes, including updating Donorfy
- Work collaboratively across the organisation, providing support, advice and guidance where necessary
- Be an effective ambassador for the charity
- Develop an in-depth understanding of our work
- Take on other reasonable tasks, as required

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder

Hours of work and holidays:

This is a full-time role. However, it should be noted that some events will take place over weekends and Bank Holidays when your presence will be required, which will be compensated with time in lieu. We give 28 days' holiday three of which must be taken over Christmas, plus bank holidays.

Pension scheme:

After three months you will be entitled to join Cure Parkinson's auto-enrolment pension scheme to which the charity contributes 3%.

Location:

Flexible home working offered; two days per week at home and three days working from our London office at Cure Parkinson's, 120 New Cavendish St, London, W1W 6XX

Diversity:

Cure Parkinson's recognises the importance of diversity and encourages people from any background to apply for this role, provided they have suitable experience and ability as indicated in this specification.

NB. Cure Parkinson's "assessment for recruitment requirements and competencies" follows.

PERSON SPECIFICATION

Assessment for recruitment requirements and competencies

JOB TITLE	
Events Fundraising Executive	
LINE MANAGER	
Head of Public Fundraising	
APTITUDES/ SKILLS/ABILITIES	ESSENTIAL(E) DESIRABLE (D)
Experience in one or more of the following: challenge, community and/or special events fundraising	E
Excellent communicator both written and face to face with an ability to develop effective relationships with internal and external parties at all levels, and to adapt to each donor's or volunteer's individual needs	E
Excellent planning and organisational skills with excellent attention to detail and an ability to manage a demanding workload whilst meeting tight deadlines	E
Ability to work independently under own initiative and cooperatively as part of a fundraising team	E
Sensitivity to the cause and Cure Parkinson's' research-based activity	E
Outgoing, confident, friendly, positive, professional and determined	E
A willingness to learn about Parkinson's and the research that Cure Parkinson's funds. The ability to understand and convey technical or scientific information and communicating complex visions to non-scientific supporters	E
Committed to achieve Cure Parkinson's' vision and values	E
Is willing and able to work flexible and unsocial hours (including some bank holidays) as required, including travelling and attending evening/weekend meetings and events	E
Interest in sporting and activity based events	D
QUALIFICATIONS KNOWLEDGE AND EXPERIENCE	ESSENTIAL(E) DESIRABLE (D)
Educated to degree level or equivalent qualification	D
Excellent Microsoft Word, Excel and PowerPoint skills	E
Experience of using a database	E
Good problem-solving skills	E
Knowledge of social media events marketing and promotion	D