

Job description



JOB TITLE: Senior Events Executive

REPORTS TO: Senior Events Manager

RESPONSIBLE FOR: Volunteers

PURPOSE OF ROLE:

To manage events within Demelza's events calendar including mass-participation events, challenge events and sponsored events. This includes the initial set up of events, marketing, the event logistics and evaluation. The role will include maximising income opportunities and growing our supporter base through engaging stewardship.

KEY RESPONSIBILITIES:

- Working with the Senior Events Manager on the development, implementation and monitoring of the Events annual calendar, budget and strategy.
- To drive forward new and existing event initiatives in order to deliver income targets, improve return on investment and open up new audiences.
- Delivering the charities events from start to finish, including but not exclusively, planning, budgeting, logistics, venues, research, marketing, stewardship, Risk Assessments and evaluation.
- Manage relationships with third party event organisers, negotiating the best opportunities for Demelza and its supporters.
- To work closely with the Voluntary Services Department on the management and requirements for event volunteers.
- Updating and developing all web/online, digital and social media requirements, ensuring these are coordinated, planned, and briefed into relevant teams.
- Working with Senior Events Manager on benchmarking against external marketing activity, keeping up to date with emerging trends and testing new activity as appropriate.
- Develop a clear marketing and communication plan of all events reviewing performance on regular basis and benchmarking against sector activity and trends.
- Work with the brand and digital teams to optimise marketing and digital activity.
- Working with the Senior Events Manager in the design, review, and improvement of all supporter journeys for event participants to increase retention.
- To ensure that all Demelza Events and fundraising activity from event participants are compliant with the Fundraising Regulator and Institute of Fundraising, keeping abreast of all developments and guidelines.

GENERAL RESPONSIBILITIES

- Provide information and advice on events to other members of the Income Generation team.
- When working in the office observe and adhere to office procedures, welcome visitors and assist them as appropriate and respect the confidentiality of all information obtained.
- Be an organisational representative across various forums and networking opportunities.
- Be aware of and comply with all relevant Demelza policies and procedures, including but not limited to Health and Safety and Fire policies.

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- Ensure the highest possible levels of customer care to all event participants before, during and after events.
- To undertake any other reasonable duties that may be appropriate in order to help achieve the hospices income objectives.
- Be willing to work at weekends and evenings at our events and promotional events (time off in lieu can be claimed) and to perform additional duties as and when required.
- To maintain accurate and up to date records and accept responsibility for the safe and secure handling and storage of confidential information, and in accordance with GDPR and Demelza's privacy policy.
- Ensure the fundraising database (NXT Raiser Edge) is maintained in line with best practice and internal processes, and ensure data integrity is maintained.

OUR VALUES & BEHAVIOURS

Employees are required to demonstrate and actively align to our organisational values and behaviours at all time.

Fiercely committed to quality

The families and children we help, and our supporters, deserve nothing but excellence. Each one of use has a vital role to play in providing unique care and support and we always strive to deliver a brilliant service.

By working and improving together, we can give even more families a chance to enjoy time as a family, for as long as they have.

Passion, performance and pride

We admit it. We love what we do. We feel privileged to support the families who trust us to care for those they love. And we couldn't be prouder to be part of #TeamDemelza, it's the most rewarding job in the world.

We believe in passion, performance and pride – it's how we get the best from each other and deliver exceptional care and support.

Human is our nature

Because we see the person and not the condition, we give each baby, child and family member a service that fits them as an individual. We're all human, and through empathy and understanding, we can provide essential care as unique as the person its designed for. Our different roles, skills and experiences make us stronger. We value and respect everyone who is part of our story, from the families we help, to the supporters and volunteers who keep us going, to each member of staff.

Always honest, always authentic

We are clear, open and honest with everyone, because we value everyone.

It's good to challenge each other, as long as its constructive – we always look for a positive solution that moves us all forward. We exist to give the best care and support to children and their families and that matters more than anything else.

Innovate, develop and improve

Each member of #TeamDemelza is driven to do better.

Through evidence, insight and experience, we're constantly developing and improving to give children and families better care and support. Standing still doesn't get us anywhere. We always look for ways to transform change into opportunity and growth.

PERSON SPECIFICATION

Essential

- Experience of events management within a fundraising environment. These include mass participation or third party challenge events.
- Experience in the creation and implementation of marketing plans
- Experience of controlling budgets
- Experience of writing and delivering clear stewardship communication
- Excellent planning, organisational and implementation skills
- Excellent interpersonal skills and the ability to communicate well with a broad range of people
- Excellent communication skills, both written and verbal with the ability to communicate at all levels.
- Proactive, motivated, highly organised with strong time-management skills
- Tenacious and self-motivated approach to work
- Able to work on own initiative and be a good team player.
- Performance and target driven
- Good IT skills, including a comprehensive knowledge of the Microsoft Office suite of programs especially Excel and Word
- Able to work calmly and methodically under pressure, meet deadlines and deliver results to a high standard
- Demonstrate close alignment to all Demelza values
- This role requires regular travel across our operating region. Full driving licence and access to own vehicle for business use – or access to reliable transport arrangements - will be essential.

Desirable

- Experience of working effectively with volunteers.
- Experience of using a Customer Relationship Management database
- Trained First Aider, or willing to gain this
- Solution focused with excellent problem-solving skills
- Proven ability to handle complex and sensitive enquires both by telephone and in writing

The tasks listed in this job description are not designed to be exhaustive and may vary from time to time according to the needs of the organisation. This document will be reviewed in consultation with the post holder as the role and services provided by the organisation develop.

Demelza is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

All employees will demonstrate commitment to and actively promote Demelza's commitment to value and respect diversity and inclusion in all aspects of their duties and working relationships.

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Employees are required to attend mandatory training as required by their role. Employees are expected to make reasonable efforts attend and engage in development training as part of their role within Demelza. Training may be delivered through a variety of on-site and off-site methods.

All employees are required to participate in staff performance reviews and supervision and to make all reasonable efforts to attend training and staff development as identified and agreed.

Employees must take the initiative to actively seek out training updates required for their role and for mandatory training, within training expiry time frames. Employees can find their current training records on the HR Database.

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