

Job Description

Events Fundraiser Job Description

Job Title:	Events Fundraiser
Department:	Fundraising, Marketing & Communications
Accountable to:	Events Manager
Salary:	£30,000 - £32,000 depending on experience
Hours of work:	37 hours per week
Position:	Interim position until September 2028
Location:	Blackpool, with some opportunity to work from home. We are seeking a minimum of 4 office-based days per week

Job Summary:

To support the Events Manager in the development, delivery and growth of Trinity Hospice & Brian House's events programme. The role will lead on the planning, promotion and operational management of a portfolio of fundraising events, ensuring an exceptional supporter experience and maximising participation and income.

Key Responsibilities:

1. Event Planning & Delivery

- Work with the Events Manager to develop, plan and deliver a varied programme of hospice-led fundraising events across Blackpool, Fylde and Wyre.
- Lead on the operational planning, delivery and on-the-day management of allocated events to ensure safe, professional and memorable experiences for supporters.
- Create detailed project plans, budgets, timelines, promotional plans and post-event evaluations for each activity.
- Develop comprehensive safety documentation including Event Management Plans, risk assessments, method statements and contingency planning.
- Liaise with local authorities, Safety Advisory Groups (SAG), emergency services, medical providers and external agencies throughout planning and delivery to ensure compliance and best practice.

2. Supporter Recruitment, Experience & Stewardship

- Provide first-class stewardship to participants throughout registration, training and fundraising stages.
- Work with the Marketing and Communications Team to ensure consistent, inspiring and tailored messaging across email, social media and event collateral.
- Deliver exceptional on-the-day supporter care, creating a warm and welcoming event environment that reflects Trinity and Brian House values.

3. Data, Insight & Reporting

- Work closely with the Database Team to ensure accurate use of the CRM database (Donorflex), maintaining high-quality supporter data and effective audience segmentation.
- Analyse event performance against KPIs and financial targets, providing clear reports, insight and recommendations for improvement.
- Use data to inform planning, forecasting, marketing and stewardship strategies.

4. Compliance, Governance & Safety

- Ensure all activities comply with relevant legislation.
- Embed requirements of the Fundraising Regulator's Code of Practice across all activities.
- Oversee the safe recruitment, briefing and deployment of volunteers, marshals, contractors and suppliers, ensuring they hold appropriate insurance and safety credentials.

5. Collaboration & Relationship Development

- Work with colleagues across the Fundraising Team, sharing learnings and supporting other activities when required.
- Support the Corporate Fundraiser to cultivate and steward corporate partners, securing sponsorship, match-funding and in-kind support to enhance event success.
- Develop strong networks with event and fundraising professionals across hospices and charities in the North West to benchmark, share learning and identify industry trends.

This job description is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service.

General Responsibilities

- Be a cooperative and supportive member of the Fundraising Team, ensuring your line manager is aware of workload pressures that may affect other members of the team.
- Undertake mandatory training as required by Trinity Hospice & Palliative Care Services and participate in relevant in-service training.
- Maintain strict confidentiality at all times, particularly in relation to patients, staff, donors and volunteers.
- Participate in annual appraisal and personal development reviews and take responsibility for ongoing professional development.
- Manage volunteers within your area of responsibility and maintain effective working relationships, providing regular feedback.
- Ensure compliance with all organisational policies, procedures and new systems or technologies introduced.
- Provide cover for colleagues where required.
- Ensure all activities comply with relevant legislation and best practice.
- Take responsibility for compliance with Health and Safety policies and procedures.

Measures of Performance

- The successful delivery of event portfolio
- Contribution to department's finance targets & achieving strong ROI on events
- Demonstration of creativity, particularly in the development of new ideas
- High quality donor care
- Understanding and interpretation of results, performance and sector trends
- Strong working relationships with colleagues and volunteers across the organisation
- Uphold Trinity Hospice values and ways of working through all activities

Key Competencies

- Planning and organisation
- Creativity and innovation
- Time Management
- Communication

Special Conditions

- Travel regularly within Blackpool, Fylde and Wyre; mileage paid monthly.
- Work flexibly, including evenings and weekends at hospice-led events.
- Hold a full driving licence with access to a vehicle insured for business use.

Events Fundraiser Personal Specification

CRITERIA	E	D	ASSESSMENT
Qualifications			
▪ Good standard of education (5 GCSEs or equivalent including Maths and English)	✓		Application form
▪ Fundraising or events qualification		✓	Application form
Experience			
▪ Experience working in an events or fundraising role.	✓		Application form/Interview
▪ Proven experience leading the development and delivery of large, high profile, mass participation events, from inception to delivery	✓		Application form/Interview
▪ Experience in marketing and promoting a wide range of events to a range of different target audiences through varied media channels	✓		Application form/Interview
▪ Marketing and promoting a wide range of activities to a range of different target audiences through varied media channels	✓		Application form/Interview
▪ Proven ability to balance a demanding working load with multiple ongoing projects and meet tight deadlines	✓		Application form/Interview
▪ Proven experience of meeting financial targets and managing expenditure budgets		✓	Application form/Interview
▪ Experience of dealing with the public to raise money and promote activities.		✓	Application form/Interview
▪ Using databases for marketing and promotion activities as well as donor care and financial reporting		✓	Application form/Interview
▪ Supervising with volunteers and working with a range of different audiences and individuals		✓	Application form/Interview
Personal Skills and Characteristics			
▪ Excellent communication skills	✓		
▪ Excellent team working skills	✓		
▪ Creative and innovative	✓		
▪ Excellent organisational and time management skills	✓		
▪ Excellent attention to detail and accuracy	✓		
▪ Works well under pressure	✓		
Other			
▪ Full driving licence, with access to own car and appropriate business insurance	✓		
▪ Willingness and ability to work outside of office hours, including weekends.	✓		
▪ Willingness to attend courses and conferences to widen understanding and skills of fundraising and events.	✓		