

- Job Title** : Community & Events Manager (Events Focused)
- Reporting to** : Head of Community and Events
- Staff reporting to you** : Volunteers on an ad hoc basis
Occasional temporary paid support
Volunteers at events

Vision

Richard House has a vision of a world where all children and young people have access to individualised holistic care and support to enable them to live full ordinary lives.

Core Purpose

'To accompany families with children and young people with life-limiting or life-threatening conditions during the child or young person's journey through life to death, creating positive experiences along the way which become good memories for the future.'

Richard House is committed to the safeguarding of children and vulnerable adults. This post is subject to a standard criminal records bureau check.

Job Summary

The Community & Events Manager will be tasked with raising income from the local supporters specifically through event fundraising (including Richard House's extensive challenge event portfolio) and from members of the local East London community.

The post holder will manage Richard House's fundraising events, facilitating those events organised by third parties where Richard House has a presence – these include the Virgin Money London Marathon, Prudential Ride London-Surrey 100, British 10K, Santa Run and Big Half. Attendance at such events will be expected when appropriate.

The Community & Events Manager must have 'social media' experience to ensure events are promoted across different social media platforms, before, during and after and event to ensure maximum engagement.

The post holder will work closely with the Head of Community and Events to develop and implement an 'events' fundraising strategy to build a pipeline in order to support the organisation's overall growth. The role will work closely with colleagues in fundraising and across the wider Richard House team including, but not limited to, the Care and STaR Teams.

Specific Responsibilities:

Events Fundraising

- Work with the Head of Community & Events to implement the Community Fundraising strategy for event fundraising, including the organisation's extensive portfolio of challenge events.
- Lead on Richard House's portfolio of challenge events (including Richard House's 3rd party challenge events programme – most notably Time Outdoors and Run for Charity).
- Plan and work with the Head of Community & Events to ensure current portfolio of events are managed to maximum benefit.
- Lead on 'in-house' Richard House events such as Broadgate Tower Abseil and Summer Fair.
- Proactively identify, build and develop new relationships and opportunities to grow the portfolio of fundraising events whilst managing the strengthening the current community events portfolio.
- Evaluate current portfolio of events and ROI in order to ensure the achievement of budget goals
- Develop project procedures, including income & expenditure projections, marketing, recruitment and comms plans for each event to ensure they exceed sponsorship targets.
- Work alongside the Communications Team to create marketing plans for events, including the design and production of promotional materials and fundraising literature to attract, motivate, support and inform event participants.
- Ensure all events and activities have clear 'post event' reviews to gain feedback for use on social media and other marketing materials.
- Monitor sector events and charity news to identify new training and learning opportunities. Make recommendations for future events.
- Lead on all post event communication to highlight event outcomes and impact across the Richard House community.
- Ensure all projects comply with legal requirements and risk assessments are completed for all events.
- Explore new sport clubs/ societies that Richard House could approach and, where appropriate, develop plans to increase support from these clubs.
- Provide the corporate fundraising team with information and materials to facilitate the recruitment of corporate accounts to events.
- Work with corporate fundraising team on sponsorship proposals.

Volunteer Management & Peer Support

- Assist the Head of Community and Events to recruit, supervise and develop volunteers to support in Community and Events fundraising.
- To support the professional development of colleagues both paid and volunteering.
- To manage volunteers at Richard House events – Including cheer point volunteers.

General Responsibilities:

- Co-operate with all staff in maintaining good relationships with outside agencies and the general public in order to uphold the Charity's image and win increased support for its work.
- Promote the safety & wellbeing of all children/young people at Richard House.
- Maintain confidentiality in all areas of work at Richard House.
- Ensure that your conduct within and outside Richard House does not conflict with professional expectations.
- To support Richard House in community engagement initiatives.
- Take responsibility for your continuing professional development.
- Co-operate with all staff in maintaining harmonious inter-personal relationships.
- Attend staff meetings and training as required.
- Ensure an awareness and observation of Fire and Health and Safety Regulations.
- Ensure the respect, dignity and rights to privacy of clients as far as possible.
- Participate in regular Supervision sessions with your Line Manager (and staff for whom you are responsible if applicable).
- To develop and maintain collaborative working relationships with counterparts in other hospices across London where relevant
- Carry out any other duties as are within the scope, spirit and purpose of the job, the title of the post and its grading as requested by your Line Manager.

Note: This job description reflects the present requirements of the post. As duties and responsibilities change and develop, the job description will be reviewed and is subject to amendment in consultation with the post holder.

The essential and desirable characteristics of the post holder are indicated by "X".

Please Note:

****These criteria will be assessed during:***

S – Shortlisting stage
I – Interview
T – Test or exercise

Where a criterion is assessed during the shortlisting stage, it is essential that you cover how you meet this in your application form.

CATEGORY	ESSENTIAL	DESIRABLE	ASSESSED
Knowledge, Training & Experience			
Voluntary sector experience	X		S
Proven experience in community fundraising		X	S
Proven experience in events fundraising		X	S
Preparing and presenting reports	X		S
Experience of administering data and ensuring deadlines are adhered to	X		S
Skills, Analytical, Planning & Organisation			
Excellent verbal and written communications skills	X		I + T
Computer packages:			
Internet	X		S + I
Spreadsheets	X		S + I
Word Processing	X		S + I
PowerPoint	X		S + I
Database	X		S + I
Ability to develop strong relationships with supporters, event participants and internal and external stakeholders	X		I
Ability to prioritise work without close supervision	X		I
Ability to prioritise and manage a varied workload and to take initiative	X		I
Methodical and organised	X		I
Team player	X		I
Attention to detail	X		S + I
Ability to motivate, persuade and	X		I

influence others			
Positive and flexible approach to work	X		I
Problem solving/resourceful	X		I
Creativity	X		I
Enthusiastic and self motivated	X		I
Excellent customer care	X		S + I
Proven administration skills	X		S + I
Tact and diplomacy	X		I
Proven presentation skills	X		T
Ability to multitask and meet deadlines across multiple projects simultaneously	X		S + I
Personal qualities			
Ability to reflect on practice and its effects on others	X		I
Committed to ongoing personal training & development	X		I
Flexible approach to work	X		I
Able to work under pressure	X		I
Commitment	X		I
Empathetic	X		I
Must have suitable DBS clearance	X		S
Miscellaneous			
Ability to work flexible hours	X		I