

JOB DESCRIPTION

Job Title	Special Events Manager
Department	Fundraising
Reports to	Head of Philanthropic Partnerships
Reports to you	None
Hours of Work	Part-time - 22.5 hours per week not including lunch breaks
Contract	Maternity cover – 9 months with the possibility to extend to 12 months
Date	May 2022

The Royal Free Charity

Our vision

Our vision is for everyone served by the Royal Free London NHS Foundation Trust (RFL) to have access to world-leading healthcare, delivered by a thriving workforce, and driven by medical research that has a global impact. We support the 10,000 staff of the RFL and their 1.6 million patients across Barnet, Chase Farm and Royal Free hospitals and more than 30 NHS services.

What we do

Through the services we provide, and the programmes and equipment we fund, we make a profound and immediate difference to patients' experiences of care. Our volunteering, support hub, and complementary therapy teams enhance the hospital journey for all patients – whether they live locally or come from further away to access the trust's specialist services. Our support of the RFL workforce enables staff to perform at their very best. Spanning individual professional development and training through to organisation-wide interventions, our initiatives bolster employee resilience and mental health so staff can achieve the best outcomes for patients. We fund ground-breaking research with the potential to change people's lives, whether it's through our small grants programme or delivering major capital funding appeals.

Our approach

We are a solution-focused strategic partner to the RFL, helping our hospitals to go further and faster than the NHS could do alone. We believe funding decisions should be made based on strategic priority and impact, with a strong focus on co-production.

The Royal Free Charity invests in:

- Enhanced support for patients
- Vital support for our staff
- Ground-breaking research and innovation
- Cutting-edge medical equipment

The generosity of our donors, fundraisers and volunteers enables us to do this.

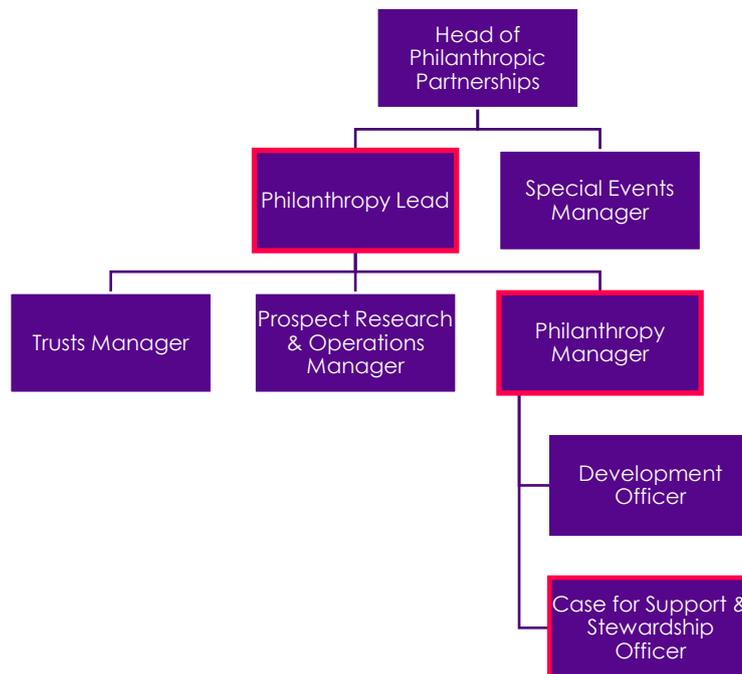
Fundraising Department

Our ambitious fundraising department generated over £6m in 21/22. We pride ourselves on being a supporter-focused and agile function, working at the heart of the charity to deliver impact for patients and staff across our hospitals.

Responsible for attracting and retaining donors, whilst delivering an outstanding supporter experience, the department is split into three teams:

- Individual Giving (including the database team)
- Community Fundraising
- Philanthropic Partnerships

The role sits in the Philanthropic Partnerships team, which is structured as follows:



Building on our achievements in 21/22, we are pleased that our board of trustees has invested in growing the fundraising function in 22/23 to develop a sustainable fundraising infrastructure that will support our growth ambitions. The roles boxed in pink above are currently being recruited.

Significantly, we have begun to prepare for a major capital appeal. Breaking new ground for NHS charity fundraising, this campaign will aim to raise a transformational sum. By joining us at the start, you have the opportunity to make your mark on what will be a prominent and exciting multi-year campaign.

Principal accountabilities / responsibilities

- To work with the Head of Philanthropic Partnerships to design a varied programme of high-quality engaging events to cultivate new major supporters (£10k+), and steward existing major individuals, trusts and corporates.
- To work with the Development Officer (Mid Value) to develop and deliver an events plan for mid-value donors (£1-10k) to ensure retention of this key audience, and to create a funnel to the major donor programme.

- To set and evaluate key performance indicators for individual events and produce event evaluation reports with recommendations to shape future delivery.
- It is anticipated that this role will scope the potential for on-the-night fundraising events as part of longer-term planning for a major fundraising campaign (to be delivered from 2022).
- To deliver a programme of in-person supporter events according to agreed plans (estimated 3-4 targeted private cultivation events and 2-3 larger events per year, to be determined by postholder in collaboration with Head of Philanthropic Partnerships).
- To support the comms team with the delivery of the 'RFC Presents' virtual event series, ensuring maximum engagement from donors.
- To support internal colleagues with RFC event support and advice where appropriate.
- To develop and implement appropriate management/planning tools to effectively plan and deliver events in a consistent way.
- To lead the coordination of event, invite lists, supported by the Fundraising Assistant and working with the Prospect Research & Operations Manager and database team, and in consultation with donor account managers.
- To oversee RSVPs, guest correspondence, and attendance, which is managed by the Fundraising Assistant. To ensure the Fundraising Assistant is fully briefed on timescale and a communications plan.
- To ensure internal and external stakeholders are fully briefed in the run up to each event and to build informative and relevant speech notes where appropriate.
- To work with the Prospect Research & Operations Manager and database team to maximise use of Raisers Edge for events, and to ensure database records are kept up to date.
- To work with the comms team and external designers as appropriate to develop standout event marketing materials that grow the number of people attending events and provide an excellent supporter experience.
- To deliver quality event materials, including audio visual content, take home packs, and other resources.
- To build relationships across the Royal Free London to enable own work and engage with internal and external stakeholders to identify opportunities.
- To deputise for the Head of Philanthropic Partnerships as appropriate.
- To keep abreast of fundraising sector trends and how they can be applied to our work.
- To undertake any other tasks commensurate with the role.

All staff are expected to follow these behaviours:

- To treat everyone equally, regardless of class, age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sexual orientation, or any other equality characteristic
- Read and adhere to the Charity policies, including the dress code, and all relevant legislation and ensure that any team members who report to you do the same
- Be aware of and have a good understanding of Health and Safety at Work and the Fire Procedure and understand the correct action to be taken in the event of a fire
- To work to the Charity's Vision and Mission

Person Specification

Qualifications

- No specific qualifications are required for this role

Experience

- Significant events delivery experience, ideally within the not-for-profit sector.
- Proven track record in developing and managing events on time and to budget, achieving key performance indicators and receiving positive feedback from guests.
- Evidence of using outstanding planning skills to deliver complex projects.
- Experience of setting, monitoring and managing targets, objectives, KPIs and activity plans.

Skills & Knowledge

- Excellent interpersonal skills and excellent ability to negotiate and achieve objectives.
- Strong communication skills with an excellent eye for detail.
- Highly numerate with the ability develop and monitor against budgets.
- Detailed understanding of the events sector and appropriate techniques and approaches for a major donor audience.
- Understanding of major donor fundraising and the role events can play in successful cultivation of relationships (ideally learned through direct experience, but this is not essential).
- Knowledge of fundraising laws and regulations with regards to data protection and compliance.
- Ability to contribute to a collaborative and agile team, enabling others to learn and deliver and celebrating successes.
- An awareness of the issues surrounding equal opportunities, diversity and inclusion, and a commitment to act in accordance with best practice in these areas.

This job description is not exhaustive, and the role will include other tasks and responsibilities commensurate with the post and subject to change to meet legislative requirements.

A COVID-19 vaccination will be a condition of employment unless exempt. It will apply for those who may work within the Royal Free London Hospitals and/or have contact with patients or services but are not directly involved in their care, and/or who have face-to-face contact with patients and service areas with routine and regular access to patient care areas for the purposes of their work.