

Job Description

Job Title	Grade/Salary
Events Fundraiser	£29,209
Accountable to	Responsible for
Head of Fundraising	Volunteers

Job Purpose and Role

At Butterwick Hospice, we transform lives. Our mission is to provide exceptional care, compassion and support for those facing life-limiting illnesses. We are dedicated to making every moment count for patients, families and our community.

The Events Fundraiser plays a vital role in supporting the delivery of hospice led events and supporting those taking part in challenge events to fundraise for the Hospice. Working closely with other members of the fundraising team to create memorable experiences that generate sustainable income, engage supporters, and raise awareness of Butterwick Hospice's mission and services.

Main Duties and key result areas

General duties

Event Planning and Delivery

- Plan, coordinate, and execute a variety of fundraising events, ensuring they meet income targets and align with the hospice's strategic goals.
- Develop detailed event plans, timelines, and budgets, ensuring efficient resource allocation.
- Identify and secure venues, suppliers, and sponsorships to enhance event success.
- Manage event logistics, including volunteer coordination, risk assessments, and health and safety compliance.
- Co-ordinate the recruitment and appropriate use of volunteers in line with fundraising
- Work with internal teams and external stakeholders to ensure smooth event delivery and a unified approach to fundraising.
- Help to maintain and develop existing relationships and work proactively to identify new supporters and opportunities for development.

Fundraising and Income Generation

- Set and achieve income targets for each event, ensuring a strong return on investment.
- Prepare and manage event budgets, monitoring expenditure and identifying opportunities to maximise resources.
- Track income performance and provide regular reports to Community and Events fundraising manager as required
- Work collaboratively with the fundraising team to identify opportunities for sponsorships, donations, and partnership development.
- Proactively engage with supporters to maximize event participation and contributions.

Promotion and Marketing

- Collaborate with the marketing team to create compelling promotional campaigns for events.
- Use a range of channels, including social media, email, and local media, to attract participants and support.
- Ensure all event communications align with the Butterwick Hospice brand and messaging.

Supporter Recruitment and Engagement

- Develop strategies to recruit participants for Butterwick Hospice events
- Provide an exceptional supporter experience, maintaining positive relationships with event participants, donors, and volunteers.
- Respond to queries, provide event updates, and offer guidance to ensure smooth participation.
- Develop creative ways to engage and retain long-term supporters.

Monitoring and Evaluation

- Monitor event performance against targets and KPIs, providing regular updates to the Head of Fundraising or relevant manager at the time.
- Conduct post-event evaluations, gathering feedback and identifying areas for improvement.
- Maintain accurate records in the CRM system, ensuring data compliance with GDPR regulations.

Other Responsibilities



Better Health
at Work Award
Silver Award



- Act as an ambassador for Butterwick Hospice, representing the charity at events and within the community.
- Keep up to date with trends in fundraising and events to bring fresh ideas to the role.
- Contribute to the overall success of the fundraising team by supporting other activities as required.



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Delivering to our Values

Community

We bring people together to create a caring and supportive community where no one faces illness, loss, or grief alone. Through connection, understanding, and shared purpose, we help people feel valued, included, and supported.

Care

We provide exceptional care with warmth, professionalism, and respect, placing the needs of each individual and their loved ones at the heart of everything we do. We strive to bring comfort, reassurance, and dignity to every moment.

Compassion

We lead with kindness and empathy, listening without judgement and responding with understanding. We recognise the courage of those we support and are committed to walking alongside them with compassion every step of the way.

Dignity

We honour the uniqueness of every person, respecting their wishes, choices, and beliefs. We are dedicated to ensuring that everyone is treated with dignity, respect, and compassion throughout their journey.

Compassionate

We offer strength, guidance, and encouragement to patients, families, carers, and those who are grieving. By providing support when it is needed most, we help people find comfort, confidence, and hope in difficult times.

All employees are expected to:

- Live the Hospice's values so that the highest standards of patient and customer care can be achieved.
- Be committed to diversity and inclusion of all, promote and improve service standards, so that excellence in all that we do is perused through continuous improvement.
- Contribute to development of and strive to meet departmental, team and individual targets
- Participate in the staff appraisal and development scheme, one to one performance discussions and attend identified training to ensure continuous learning and improvement
- Comply fully with the Code of Conduct, health and safety requirements, legislation, regulations, policies and procedures
- Attend meetings or provide services outside of the usual working hours where reasonably requested to do so
- Have an overall understanding of the risks and implications associated with the requirements of the role and takes appropriate action to mitigate any potential consequences.
- Embrace digital ways of working to help improve efficiency and save costs to the Charity.
- Respect privacy and dignity at all times.
- Fulfil obligations in relation to safeguarding, namely: recognising possible abuse, including knowing what abuse is, what to look out for, and how to be vigilant at all times. Respond quickly and appropriately to possible concerns. Sometimes a concern is obvious, sometimes it is not. Report my concerns to the appropriate person to ensure that me and my organisation does everything possible to keep our patients and people safe and supported and record my observations and concerns, including the actions I and others have (or haven't) taken.

The duties outlined in within this document are not exhaustive and other duties may be expected in line with the level of the role at the discretion of the Head of Service. Butterwick Hospice reserves the right to amend the job description at any time.

I have read and understand the duties required for the role.

Signed

Date

Print name



We're an
Age-friendly
Employer

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Person Specification *(Example for illustration purposes)*

Attribute	Detail	Essential or Desirable
Skills & Abilities	Proven experience in planning and delivering successful fundraising events	E
	Strong organisational and project management skills with attention to detail	E
	Excellent written and verbal communication skills with ability to engage with diverse audiences	E
	Ability to meet income targets and work within budgets	E
Knowledge & Experience	Experience in using a CRM database and Microsoft Office	E
	Experience in securing fundraising support	E
	Knowledge of fundraising regulations and health and safety practices	E
	Previous experience in a charity or non-profit organisation	D
Education & Qualifications	Desire for continued learning and development	D
Personal Attributes/ Key skills	Passion for the mission and values of Butterwick Hospice	E
	Highly motivated, with a proactive and creative approach to fundraising	E
	Resilient and adaptable with the ability to work positively under pressure	E
	Flexibility to work evenings and weekends as required	E
	Collaborative approach to teamwork	E
Other	A full clean driving license and access to a vehicle for work purposes	E