

## Job Description

| Job Title                  | Grade/Salary    |
|----------------------------|-----------------|
| Event Fundraiser           | £24,750-£26,700 |
| Accountable to             | Responsible for |
| Community & Events Manager | Volunteers      |

### Job Purpose and Role

At Teesside 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. To achieve this, we are building a team of passionate, innovative professionals who are ready to make a difference.

The Community and Events Fundraising Team play a vital role in securing donations and building relationships across Teesside, working collaboratively with the wider income generation and hospice teams. The Events Fundraiser is responsible for planning, organizing, and delivering a calendar of engaging and impactful fundraising events. You will work closely with the Community and Events Fundraising Manager to create memorable experiences that generate sustainable income, engage supporters, and raise awareness of Teesside Hospice's mission and services.

### Main Duties and key result areas

| General duties | Event Planning and Delivery   |
|----------------|---|
|                | <ul style="list-style-type: none"> <li>Plan, coordinate, and execute a variety of fundraising events, ensuring they meet income targets and align with the hospice's strategic goals.</li> <li>Develop detailed event plans, timelines, and budgets, ensuring efficient resource allocation.</li> <li>Identify and secure venues, suppliers, and sponsorships to enhance event success.</li> <li>Manage event logistics, including volunteer coordination, risk assessments, and health and safety compliance.</li> <li>Co-ordinate the recruitment and appropriate use of volunteers in line with fundraising</li> <li>Work with internal teams and external stakeholders to ensure smooth event delivery and a unified approach to fundraising.</li> <li>To support in the delivery of Community Fundraising alongside our Community Fundraiser.</li> <li>Help to maintain and develop existing relationships and work proactively to identify new supporters and opportunities for development.</li> </ul> |
|                | Fundraising and Income Generation   |
|                | <ul style="list-style-type: none"> <li>Set and achieve income targets for each event, ensuring a strong return on investment.</li> <li>Prepare and manage event budgets, monitoring expenditure and identifying opportunities to maximise resources.</li> </ul>   |

- 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 Teesside Hospice brand and messaging.
- Supporter Recruitment and Engagement**
- Develop strategies to recruit participants for Teesside 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 Community and Events Fundraising Manager.
  - 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**
- Act as an ambassador for Teesside 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.

## Delivering to our Values

### Accountable

- Able to justify actions or decisions
- Takes personal responsibility for their actions
- Able to describe the impact of their work in a way others understand
- Welcomes feedback as an opportunity to grow and develop

### Trustworthy

- Working collaboratively with beneficiaries, colleagues, partners and supporters
- Being authentic and transparent
- Trusted to respond to needs and deliver what is expected of us
- Projecting a professional image that engenders trust

### Principled

- To adhere to professional and clinical standards
- Maintain appropriate boundaries and relationships which are built on trust and honesty
- Avoid and speak out against any actions, or behaviours, that conflict with our values or could cause harm to any stakeholders
- Demonstrate strong moral principles which embody Teesside Hospice's vision and bring our values to life
- Do the right thing even in difficult situations, and always endeavour to work effectively and efficiently to maximise results and service

### Skilled

- Having and showing the knowledge, ability or training to work well
  - Seeking opportunities to learn from a wide range of sources
  - Contributing to the provision of excellent, safe and effective care no matter what your role is in the organisation
- Ensuring that the treatment, support and services we offer are effective

### Compassionate

- *Feeling or showing kindness and concern for others*
- *Able to empathise with people who dealing with a terminal illness*
- *Being kind in use of language and behaviour*
- *Caring for others who need our support and help*

**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.

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. Teesside 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** .....

## Person Specification

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