

Job description: Fundraising Events Manager

Duration: Permanent. Full time; 37.5 hours per week

Salary: £39,517 per annum

Location: Flexible

Reporting to: Head of Engagement

Department: External Relations

Key working relationships: Events Co-ordinator, Head of Engagement, Head of Partnerships and Philanthropy and team, Head of Innovation, Head of Brand, Marketing and Communications and team, Leadership team and CEO, Trustees, Ambassadors, young people, partners, supporters

Purpose of the job

As Fundraising Events Manager, you will be responsible for organising and leading on delivery of a range of special and challenge events. Specifically leading on our flagship events Art for Youth London, the Gala Dinner and the London Marathon. This role will be responsible for all aspects of delivering the events from working alongside our event committees and sponsors, sourcing suppliers, overseeing all event logistics through to volunteer management. The role is responsible for an income target of circa £500,000.

Art for Youth London is one of UK Youth's flagship events, now in its 37th year, the event has raised over to £2million for UK Youth. The event is organised by a dedicated committee with support from the Fundraising Events Manager. The event brings together over 100 artists, exhibiting over 1,000 artworks are on sale in aid of UK Youth. The Gala dinner is attended by 200 of UK Youth's closest supporters and poses a great opportunity for you to make a real stamp on the event. In addition, you will be responsible for managing our challenge events portfolio and creating new events to steward supporters.

You will be a knowledgeable event manager with strong experience of working alongside committees to deliver fundraising events. You will be creative and think differently about how we can use events to maximise our individual supporter relationships and corporate partnerships. You will use both digital and in person events to achieve our objectives and develop new approaches.

The role sits within the strongly performing and highly motivated External Relations department including corporate, trust and foundation fundraising, Engagement and the Digital, Marketing and Communications team.

Why work at UK Youth?

UK Youth is a leading charity that exists to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. We work with others to ensure that the youth sector is strengthened, supported, and that provision is youth-led, evidence-informed and delivers high-quality outcomes.

UK Youth plays a unique role in addressing: the lack of investment in the youth sector; the lack of cross sector understanding in how youth work makes a difference; and the limited opportunities to embed effective solutions. These factors lead to mass inequality of access to youth services for young people. To find more about us and how we make an impact, please visit UK Youth website.

Key responsibilities

- Lead the delivery of flagship UK Youth events, including the Gala Dinner, Art for Youth London, London Marathon and other challenge events to meet income targets.
- Enhance and diversify the existing portfolio of events and look to test new ideas.
- Take a strategic and holistic approach to how we engage with our key audiences across all our work
- Budget management, and forecasting for events activities
- Stewardship and relationship management of committees, event participants and key supporters.
- Work closely with the corporate partnerships team to identify, create and maximise opportunities for engagement from corporate supporters.

Other area of responsibilities

Events and income generation

- Ensure all events are planned thoroughly, spotting opportunities to realise our strategic ambitions
- Develop more innovative ways to utilise digital to deliver events
- With direction from the Head of Engagement, adopt a human-centric approach to designing all content and events for external audiences, supporting colleagues to deepen their understanding of this approach
- Ensure all events are purposeful, audience-driven and supporter journeys are fully mapped-out
- Identify opportunities to seek out new collaborations and sponsorship opportunities
- Build a culture of continuous learning ensuring feedback and audience satisfaction is captured, analysed and learnt from
- Ensure all events achieve their objectives and hit income and contribution targets whilst offering a great supporter experience.
- Ensure the internal Events toolkit is up to date and utilised by all departments to ensure the safe, impactful and strong ROI on delivery of events
- Work with the Head of Innovation to maximise efficient ways of working, introducing automation utilising new tools, the CRM and AI to improve stewardship experience.

Digital, engagement and communications

- Work closely with the Brand, Marketing and Communications team to improve our communications to event attendees with a focus on more powerful storytelling and use of digital
- Work closely with the Brand Marketing and Communications team to develop ways to

promote, showcase and celebrate opportunities with UK Youth across our social media channels and other digital platforms

- Ensure the attendance of key audiences at UK Youth events, maximising the opportunity to improve engagement and demonstrate the impact of our work and their connection to our cause
- Ensure young people and the voice of young people are at the heart of every event and consulted in planning where possible and appropriate.

Strategy and performance

- Provide reporting and evaluations, sharing recommendations and providing regular progress to the Head of Engagement
- Monitor progress and achievement against KPIs, ROI, cultivation targets and strategic priorities
- Manage and operate within the agreed business plan and budget to ensure that UK Youth income targets are met
- Ensure all donations are accurately recorded and recognised, working closely with the finance team
- Ensure that the CRM is up to date and accurate at all times
- Ensure all events and fundraising activities meet fundraising, health & safety and data compliance standards
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Manager behaviours and expectations

All staff at UK Youth will demonstrate their commitment to our mission to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. They will also be able to fulfil the below expectations and behaviours:

- Be committed to safeguarding principles, and be willing to put the welfare of children and young people at the forefront of your work
- An understanding and belief in the inclusion of all staff, partners and young people irrespective of race, gender, sexuality, age, religion, ability, identity, and experience
- Actively promotes and embeds understanding of equity, diversity and an inclusive culture
- Able to take personal accountability for key work areas and understand individual accountabilities within work areas back to inform planning and decision making
- Able to identify cause and effect relationships and take a solution focussed approach
- Able to be solution focussed in their thinking and approach.
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Person specification: Fundraising Events Manager

Experience

- Experience of being part of a successful events team
- Experience of raising five/six figure sums from fundraising events
- Experience of senior stakeholder management
- Experience of managing a diverse workload, with multiple deadlines, stakeholders and deliverables
- Experience of thinking strategically and developing and delivering new fundraising/event concepts

Knowledge, skills and understanding

- Knowledge of the events and/or fundraising sector
- Knowledge of the needs of young people, the youth sector and UK Youth
- Excellent project management skills
- Excellent interpersonal skills including relationship building, influencing and negotiating with a wide range of people, using tact and diplomacy
- Excellent IT skills including use of Microsoft Office Outlook, Word, Excel and PowerPoint
- Excellent organisational skills with the ability to manage and take responsibility for own workload, handle multiple priorities and to work independently.

Personal qualities

- A 'can-do' and flexible approach with ability adapt to changing priorities, including a willingness to travel and work occasional evenings and weekends when necessary
- Outcomes-focused and target-driven
- Passionate about supporting young people
- Strong storyteller and communicator
- Honesty and integrity
- Brave and ambitious
- Open to new ideas and creative thinker

This post is subject to receipt of two satisfactory references, an enhanced DBS check and Right to work in the UK. Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments. This job description does not form part of your contract of employment. You may be required by the organisation to undertake any duties within your skills and capabilities, which the organisation reasonably considers necessary to meet business needs.

As part of the recruitment process UK Youth will be gathering and uses certain information about you. For further information regarding this please review our [Data Protection Privacy Notice](#) which explains what data of yours we process and how we use it.