

## Event Manager

<b>Job Level</b>	4	<b>Job reference No.</b>	#10508
		<b>Role review date</b>	
<b>Directorate</b>	Fundraising and Supporter Engagement	<b>Service/Function</b>	Regional Fundraising & Events
<b>Reports to</b>	Mass Pax and CE Manager	<b>Contract</b>	Permanent

### Scale and scope of role

<b>Direct reports</b>	1	<b>Indirect reports</b>	
<b>Budgetary responsibility / accountability</b>	£2+ million income and £500k + expenditure	<b>Accountability for other resources</b>	

### Context

We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes: connecting human kindness with human crisis. We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives. We are part of the global Red Cross and Red Crescent humanitarian network.

### Our values and principles

**Our values** (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

### Purpose of the role

Leading and developing our flagship fundraising event portfolio. Set and deliver a multi-year strategy for BRC mass participation and challenge event portfolio, that maximises income and supporter engagement over the coming years. The role is also responsible management of a truly cross-functional internal team; in addition to being the key contact for critical relationships with a number of external agencies and delivery partners.

This role is responsible for exploring parallel opportunities to grow the BRC events brand with our audience, developing and testing new products, creating ongoing supporter journeys that engage participants and give them further ways to deepen their engagement with our cause.

## Main responsibilities

### Product strategy & growth

- Lead on the creation and sign-off of a multi-year event product strategy; using sector trends, supporter insight and event data to identify opportunities for improvement and growth.
- Lead on the review and development of event processes to ensure the team are driving efficiencies.
- Present recommendations to senior leaders and internal teams to help shape strategy and get executive and budgetary sign-off.
- Build strong relationships with key delivery teams and ensure the required amount of resource is dedicated to our events portfolio.
- Own and drive the events forecast and business model, update regularly with new findings, insight and learnings.
- Work with the Regional Fundraising and Partnership Fundraising team to identify corporate sponsorship and employees opportunities, working together to develop opportunities and ensure best-fit.
- Work with Business Information and Analysis team to test hypothesis and gather insight to help shape the strategy.
- Work with Innovation team to develop new events and expand current events further.
- Support the development of a data-driven culture, role-modelling best practice CRM use, ensuring consistent use and that that information is maintained, reviewed and updated.

### Product delivery & Project management

- Effectively lead the cross-organisational project teams for your event, ensuring the team is focused, on-strategy and delivering the best quality product for our supporters.
- Lead the development and roll out of event day logistics.
- Ensure all events and activities have an appropriate risk assessment, incident management plan and meet all health and safety requirements
- Complete comprehensive briefs for internal teams and agencies and manage key agency and delivery partner relationships, ensuring work is delivered on time and on budget.
- Create and communicate targets, KPIs and success metrics with the project team and senior stake holders.
- Ensure that all activities comply with GDPR guidance, Fundraising Regulator's Code of Conduct, British Red Cross' policies and procedures and demonstrates best practice.

### Financial Management

- Management of the event expenditure to ensure income targets are met.
- Produce regular performance forecasts throughout the event period.
- Closely monitor event income and expenditure and reforecast throughout the year.
- Develop and implement contingency plans if identified markers are not met.

### Marketing

- Work with marketing and content teams, plus external agencies to develop, plan and execute marketing campaigns.
- Use Google Analytics to monitor performance and this insight to shape and optimise marketing plans.

### Supporter experience

- Work with the supporter experience team to identify any pain points within the process and fundraising platform and test new opportunities to improve supporters' experience.
- Create motivating and inspirational user case studies
- Work with the Business Intelligence & Analysis team to develop the supporter journey process and test new journeys to increase conversion and retention rates.
- Develop ongoing supporter journeys for participants that engage them with our cause

### Team Leader

- All team members understand their responsibilities and objectives
- All resources involving staff managed in accordance with BRC policies and procedures
- All staff are kept informed of relevant organisational plans and updates on development
- Team ideas and comments are communicated and forwarded appropriately.

### Team Member

- Actively participates in all team meetings
- Supports other team members
- Work and behaves in accordance with all BRC policies and procedures
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).

### Pre-engagement checks Criminal Records

#### Type of criminal record checks required for this role

England and Wales - Disclosure and Barring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

### Drivers Checks

> Required No
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## Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis in the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate and we want you to be able to bring your authentic-self to the Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness

## Person Specification

		<b>Requirement</b>	<b>Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)</b>
<b>Knowledge and Skills</b>	Essential	Excellent understanding data analysis and how this should inform product development.	S
		Strong strategic thinker and ability to identify opportunities to inform product development	S
		Highly productive, organised, and able to juggle, plan and deliver projects on time, alone or as part of a team.	S
		Excellent understanding of digital marketing user journeys and best practice.	I, A
		Well versed in Google Analytics as well as fundraising platform analytics, such as Just Giving, to measure product progress.	I S, I
		Excellent oral, writing and copy-editing skills.	I, A
		Team worker, able to work with colleagues at all levels and with various levels of digital literacy.	S, I
		Knowledge of fundraising techniques to maximise virtual fundraising.	
	Desirable	Project management skills	I
	Excellent understanding of user testing and experience on digital products.	I	

<b>Experience</b>	Essential	<p>Experience with delivering mass participation virtual fundraising events.</p> <p>Experience of role-modelling CRM use.</p> <p>Experience with delivering £1 million plus fundraising products.</p> <p>Demonstrable experience matrix management and leadership a large project team, including external stakeholders and agencies.</p> <p>Experience of working in a fast-paced, “self-starter” environment.</p> <p>Proven experience scaling mass participation event products.</p> <p>Experience using data-led techniques and approaches to develop strategies.</p> <p>Experience in analysing users, creating users’ stories and using this insight to create supporter journeys that maximises fundraising.</p> <p>Working and presenting to senior leaders and being the voice of the product to make sure the product is prioritised.</p>	<p>I</p> <p>S, I</p> <p>I</p> <p>S, I</p> <p>I</p> <p>S</p> <p>I, A</p> <p>I</p>
	Desirable	<p>Experience of working effectively in a multidisciplinary team and with agile methodologies.</p> <p>Working within a charity and a voluntary organisation and / or international development</p> <p>Experience with identifying relevant global and national trends in the challenge events space that can be used to develop and extend our event portfolio</p>	<p>I</p> <p>S</p> <p>I</p>
<b>Behaviours</b>	<p><b>Working collaboratively</b>  <b>Pro-actively builds collaborative relationships internally and externally</b>  Manages relationships and partnerships for the long term – sharing insights, building trust, constructively and openly tackling conflict in order to agree solutions</p> <p><b>Communicating and influencing</b>  <b>Takes multiple steps to communicate and influence</b> Influences others using compelling, well thought through arguments to build support and engagement</p> <p><b>Seeking insight</b>  <b>Digs deeper and supports others to makes best use of information</b>  Asks a range of questions, from different sources, to get at the root of a situation or problem and explore possibilities</p>		<p>I</p> <p>I</p> <p>I</p>
<b>Additional requirements</b>	Essential	Ensures inclusive practice and promotes diversity	I
	Desirable		

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.