

Stewardship Events Manager

Job Level	Level 4	Job Reference No:	#11719
		Role review date:	
Directorate	Fundraising and supporter engagement	Function	Stewardship Events
Service	Philanthropy and Partnerships	Reports to:	Stewardship Events Lead

Scale and scope of role

Direct reports	0	Indirect reports	0
Budget responsibility/ accountability	0	Accountable for other resources	

Context

We help anyone, anywhere in the UK and around the world to 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 Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that 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.

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. 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 partnerships, 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 British 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.

Purpose of the role

The Stewardship Events Manager will report into, and work closely with, the Stewardship Events Lead and Stewardship Events Officer to deliver an annual calendar of in-person and virtual events for high value supporters. This calendar will include events that attract potential new supporters as well events that thank, recognise and steward existing supporters. The key audiences for these events will be the corporate sector, public sector, institutions, major donors, and trust & foundations.

The Stewardship Events Manager will be responsible for the development and delivery of key strategic events within the stewardship events calendar, working with various stakeholders across the organisation including colleagues across Philanthropy and Partnerships as well as senior stakeholders such as British Red Cross Trustees and our Executive Leadership Team (ELT). They will be responsible for delivering an outstanding supporter experience, developing innovative creative delivery in the event, and ensuring this aligns to the overall supporter cultivation plan and meets the Event KPIs.

The Stewardship Events Manager will also be expected to take on additional responsibilities and projects as part of the Stewardship and Operations (S&O) team to advance the development of the teams' policies, practices and success.

Key responsibilities

Stakeholder relationships

- Contribute to the S&O team building effective relationships with BRC's Board of Trustees and senior leadership (ELT) whose members will regularly attend and speak at events.
- Work closely with colleagues in Philanthropy and Partnerships to develop events that meet the needs of donors and prospects.
- Build strong internal relationships that unlock a wider events across BRC that support Philanthropy and Partnerships donors in their stewardship journey.
- Support donors/senior volunteers to host small events that engage prospective supporters and support the delivery of events.
- Build networks within the Red Cross/Crescent movement and the UK philanthropy sector to keep abreast of best practice and innovation in events and spot opportunities for event co-development.

Event delivery

- Management of key events within the stewardship events calendar from conception to delivery and review.
- Complete administrative responsibilities for event delivery, ensuring that an accurate record of all events is held on the database.
- Manage event budgets effectively to ensure best value for the charity.
- Write and deliver briefings for key BRC representatives at events.
- Explore innovations in events, particularly around immersive tools to bring the work of BRC to life in a compelling way.
- Work closely with the UK and International operations and policy teams to develop compelling content for events that communicates the impact of the British Red Cross.
- Build relationships with key teams outside of fundraising to support with event delivery including the communications team and celebrity ambassador team.
- Represent BRC when dealing with senior volunteers and event suppliers.
- Work with the Corporate Partnerships team to secure gifts in kind and sponsorship to reduce the cost of events.
- Build and maintain relationships with event suppliers, including venues, production companies, caterers and florists.

Tools and processes

- Follow clear procedures for the management of events.
- Champion the use of the database with Philanthropy and Partnerships colleagues.

Team Member

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

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Pre-engagement checks

Criminal Records

Type of criminal record checks required for this role

England and Wales – Disclosure and Barring Service (DBS)
<ul style="list-style-type: none">• None
Scotland
<ul style="list-style-type: none">• None
Northern Ireland
<ul style="list-style-type: none">• None

Drivers Check - Required – No

Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
Knowledge and Skills	S	I	A
Essential <ul style="list-style-type: none">- An understanding of event management and knowledge of key event resources (venues, suppliers etc.).- Knowledge and understanding of high value fundraising, particularly the fundraising cycle and audience.- Excellent communication skills including presentation skills.- Robust written communication skills and attention to detail and the ability to prepare concise event briefs to tight deadlines.	S S	I I	A
Desirable <ul style="list-style-type: none">- Experience of working with a high value audience in a charity.- Experience of working in a global organisation.- Experience of working in a large organisation (income c. £100m+).- Experience of working in a multi-cause organisation.	S S S	I I	
Experience	S	I	A
Essential <ul style="list-style-type: none">- Experience of event management, delivering events for high-net-worth audiences.- Demonstrable experience of developing and managing event budgets.- Experience of developing effective relationships across an organisation to achieve mutual objectives.- Experience of developing and delivering successful virtual and online events.	S S S	I I I	A A A
Additional requirements			
Essential <ul style="list-style-type: none">- Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy.	S	I	
Values in Action			
Dynamic - We move forward as one team. <ul style="list-style-type: none">- Every day, we're adapting, innovating and learning.- When the unexpected happens, we are calm, quick and efficient.- We respond smartly, using clear processes and systems.			

<p>Compassionate - We stand for kindness.</p> <ul style="list-style-type: none"> - People come first, no matter who or where they are. - We have genuine, open-minded conversations. - Together, we're a united force for good. <p>Inclusive - We are open to all.</p> <ul style="list-style-type: none"> - We treat each other with dignity and respect. - Every person's uniqueness is valued, supported and celebrated. - Our individual backgrounds and experiences make our organisation stronger. <p>Courageous - We are bold.</p> <ul style="list-style-type: none"> - We show our strength by doing the right thing. - We aren't scared to test our creative ideas. - As humanitarians, we go the extra mile to help people in crisis 		
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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.