# Role Description

**Position:** Senior Events Executive

**Hours**: 35 hours per week to include occasional evening and weekend

work to suit the business needs of the role

**Salary**: £30,000 to £34,000 per annum.

**Location:** Zoe’s Place Baby Hospice Middlesbrough

**Reporting to:** Head of Fundraising

**Responsible for:** Planning, managing, and overseeing fundraising events and engagement activities to attract, retain, and inspire supporters. Leverage data, analytics, and insights to inform decision-making, optimise fundraising performance, and enhance supporter engagement. To maximise fundraising efficiency and impact, lead financial planning and management, including budgeting, forecasting, and return-on-investment analysis.

**Overview**

We’re incredibly proud of our hospices. We provide palliative, respite and end of life care to babies and children from birth to five years old with life-limiting or life-threatening illnesses, with our team of specialist nurses offering round-the-clock care and support. We’ve created a safe, caring and fun place, where parents know that their child will receive the best care possible - a home away from home. In order to continue with our specialist work, we need to ensure the charity continues to raise the funds we need.

All job offers are subject to a satisfactory enhanced DBS check, references and pre-employment checks.

# Key Responsibilities

**Key Responsibilities:**

* Lead the planning, organisation, and execution of large-scale fundraising events, including galas, auctions, music festivals and donor appreciation events, etc.
* Develop and oversee event budgets, ensuring cost-effectiveness while maximising revenue and ROI.
* Create and implement strategic event fundraising plans in alignment with organisational goals and donor engagement strategies.
* Negotiate high-value sponsorships and partnerships to support event funding and organisational growth.
* Manage event logistics, including venue selection, vendor coordination, permits, risk assessments and compliance with regulations.
* Oversee the development of promotional materials and coordinate marketing efforts through social media, email campaigns, and other communication channels.
* Ensure accurate donor and sponsor records on our CRM system and oversee post-event follow-ups and stewardship efforts.

**Administration and pipeline**

* Use our fundraising CRM and in line with GDPR to ensure accurate and timely record keeping allowing for good stewardship.
* Work with an income pipeline/tracker to ensure accurate and timely financial forecasting, identifying risk to income and mitigating accordingly.
* Ensure activities comply with current law, guidance, and best practices of the Fundraising Regulator.
* Support and cover for other members of the fundraising team when required.

**General and Additional Responsibilities**

* The post holder will be required to work occasional evenings and weekends to meet the business needs of the role for which time off in lieu will be agreed.
* To comply with all Hospice policies, including but not limited to GDPR compliance, confidentiality and Health & Safety.
* Carry out any other reasonable duties as requested by the Head of Fundraising.
* This job description sets out the key tasks and responsibilities of the post and is not intended to be comprehensive. It is essential that it is regarded with a degree of flexibility to meet the changing needs of the organisation and general business need.

# Person specification

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| --- | --- |
| Values | Essential/Desirable |
| Unwavering commitment to openness, honesty and transparency | E |
| Experience |  |
| Excellent written communication skills, with experience tailoring for a variety of purposes and audiences | E |
| Excellent verbal communication and presentation skills | E |
| Experience of stewarding fundraising or business relationships | E |
| Excellent relationship-building skills | E |
| Experience of organising and leading on major fundraising events | E |
| Skills and knowledge |  |
| Up-to-date knowledge and understanding of Fundraising Regulator Codes of Fundraising Practice and GDPR Compliance | E |
| Be a member of the Chartered Institute of Fundraising Practice | D |
| Personal |  |
| Full driving license, access to a car and able to travel to meetings and events | E |
| Enjoys working collaboratively and takes responsibility for delivering on their part of the plan. | E |
| Passionate, enthusiastic and strives to be the best they can. | E |
| Team player with a positive ‘can do’ attitude | E |

# Benefits

* Salary of circa £30,000 to £34,000 per annum.
* 5% salary employer pension contribution p/a.
* 27 days annual leave plus all statutory English bank holidays. Hospice closure between Christmas and New Year (annual leave allowance must be used).
* Mileage paid at 45p per mile for business miles
* Free, on-site parking.
* Employee assistance programme and free counselling for employees and their family members (limited availability).
* Death in service benefit after six months of service.

\*All relevant benefits will be pro-rata if the appointment is for a part-time post.