



Events Fundraiser

The Hospice of St Francis provides essential free care across West Hertfordshire and South Buckinghamshire and inspires people to raise over £6 million every single year to fund this care.

Our care at home and in the Hospice, delivered through inter-disciplinary teams and skilled volunteers is rated outstanding by the Care Quality Commission.

As a local employer we aspire to meet this 'outstanding' rating in all aspects of what we do, from the experience of staff and volunteers through to our compliance with the corporate, financial, fundraising, charity and trading regulations for our business.

Permanent: 30 Hours Per week – Band 5

Accountable to: Events Manager

Main duties and responsibilities:

- To lead, promote, project-manage, deliver and evaluate a robust program of mass participation fundraising events, including our flagship events Bubble Rush and Mudpack. As a key member of the Fundraising team, raising £230,000 per annum from Hospice led events
- To pro-actively recruit and steward participants to take part in Hospice led fundraising events and activities, ensuring income targets and participant numbers are achieved.
- To provide excellent donor care to supporters in order to develop productive and lasting relationships, inspiring supporters, both new and existing, to engage with us and raise funds for The Hospice of St. Francis through participation in our events.
- Responsible for ensuring that each event meets the health & safety, legal and risk regulations required by the Hospice.
- Represent the organisation and uphold the organisations reputation and values
- To support the organisations income generation activity particularly through leading on specific tasks and projects aligned to the development of the Events and Community Fundraising portfolios

**The Hospice of St Francis supports flexible working, paid carers leave and jobshare*

Key Accountabilities, Responsibilities & Tasks	
Departmental & Role Specifics	<ul style="list-style-type: none"> • Demonstrate professional expertise and ensure all tasks are completed in line with best practice and Hospice policy. • To lead on, organise and deliver fundraising events and activities to deliver agreed income and engagement targets. • Work with productivity measures and best practice to accomplish individual objectives that contribute to the department goals. • Monitor and track the income and expenditure budgets for key fundraising activities or events responsible for and report monthly back to the Head of Community and Events. • Ensure all fundraising events are strategically planned, in terms of clear objectives, activity, recruitment, marketing, PR and donor care plans. • Be the Fundraising Champion for data, demonstrating high quality knowledge and understanding of Donorflex and use it to plan and evaluate fundraising initiatives effectively. • Contribute to a continuously developing strategy aimed to increase income and community engagement within our catchment area. • Lead on specific fundraising events and campaigns ensuring the management of appropriate resource, staff and volunteers to deliver high quality activities for supporters and a strong ROI for the Hospice.

	<ul style="list-style-type: none"> • Deliver events that have a ROI of at least 1:3 with close monitoring of budgets, income and expenditure. • Lead an event/project team (including volunteers) in order to maximise potential of established events and development of new opportunities and innovation. • Responsible for Health and Safety for all events fundraising activity by ensuring all necessary risk assessments are completed and by ensuring that health and safety regulations are followed by staff and volunteers at events by sending out a full, detailed event briefing before events. • To carry out detailed risk assessments and arrange correct medical cover to ensure all events/projects meet the required health and safety legislation at all times.
Qualifications, Skills, Experience, Knowledge & Approach	<ul style="list-style-type: none"> • At least 2 years relevant fundraising experience or the equivalent experience of transferable skills in event management. • Evidence of successfully delivering a high profile mass participation events programme – (delivering at least 3 mass events/year). • An understanding of motivations for individuals taking part in events, and are able to tailor communications and activity accordingly. • Happy in a fast-paced environment, with proven ability to plan and complete a high volume of work to deadlines and managing conflicting priorities. • Demonstrate a consistently high level of supporter care (or customer service) and show a commitment to continually improving the supporter (customer) experience. • Experience of managing budgets working to income targets and staying within expenditure (essential), and experience of setting budgets and forecasting income (desirable). • Shows a commitment to the values of The Hospice of St Francis and the desire to help patients and their families live their precious lives well. • Proficient in Microsoft Office packages; including Excel, design packages, the use of a CRM database and website • Review effectiveness of own work and make recommendations to improve/change service provided.
Key Accountabilities, Responsibilities & Tasks	
Communication	<ul style="list-style-type: none"> • Key lead with important internal and external stakeholders. • Ensure communication with colleagues across the organisation is professional and maintain excellent working practice. • Have the technical expertise and knowledge to deliver the digital and technical components of the Hospice led mass participation events – including website context and automation, form stack, data pulls and online ticketing system. • Collect feedback, analyze and produce post-event evaluations to make recommendations for future activity. • Lead on the marketing strategy, working with the communications team, co-ordinate and drive maximum engagement options across different audiences including case studies, digital campaigns and traditional marketing techniques.
Internal & External Contacts	<ul style="list-style-type: none"> • Deliver and maintain professional relationships with individuals and organisations whether direct, or indirect interface with The Hospice of St Francis. • Demonstrate excellent donor care to all supporters ensuring long-lasting and productive relationships are cultivated. • Support the team in recruitment and induction of new employees and volunteers, as required • Participate and support training of staff and prospective and existing volunteers as required • Lead, manage and develop relationships with external stakeholder businesses and suppliers, e.g. event sponsors, event partnerships, support organisations and material suppliers. • To work effectively recruiting and managing a pool of event volunteers to deliver income

This list of tasks and responsibilities is not exhaustive, other relevant and appropriate duties as required by the Manager may be required. This Job Description will be reviewed and can be amended by agreement with the Post Holder and Manager.

	and successful events.
Decision Making	<ul style="list-style-type: none"> • In collaboration with the Head of Community and Events fundraising, develop the strategic and operational plan for events fundraising to generate income, awareness and support for the organisation. • Develop and deliver event and marketing plans for each event to ensure a structured, organised approach and achieve event participant and attendance levels. • Lead on the processes and procedures for database and website launch.
Mental and Physical Consideration. Working Conditions & Environment	<ul style="list-style-type: none"> • Commitment to the values, aims and ethos of the Hospice by acting as a role model for the Hospice with the post holders professional Code of Practice. • Continually strive to improve the business. • Development of others to succeed. • Keen to develop self within the role by identifying gaps in personal training and development and attend training as requested, to develop skills and knowledge. • The post holder will be required to help set up and clear up after events involving some physical moving of furniture and other items. • The post holder will frequently be required to change from one activity to another to meet the changing needs of the service. • The post holder will be required to visit other locations and will need to have the availability to travel there (car/ public transport). • Out of hours and weekend work will be required in order to fulfil the role.
Health & Safety	<ul style="list-style-type: none"> • Understand and comply with all Health and Safety, Fire and Infection Control regulations. • Complete all mandatory training and ensure compliance of direct reports and contractors. Ensure risk assessments are completed as necessary to maintain compliance with Hospice regulations. • Ensure own safety, patients and visitors in accordance with the Hospice Health and Safety Policy on-site and off-site at Hospice run events. • Report any accidents or incidents in the department, record the incident in the relevant accident book. • Identify and notify line manager of any operational risks, and when identified follow the correct process. • Comply with statutory and mandatory training, continuous professional development, and any registration revalidation requirements, as necessary.
Safeguarding	<ul style="list-style-type: none"> • Act in a manner at all times to safeguard the interests of individual patients/clients and their families and justify public trust and confidence in the Hospice of St Francis • When handling personally identifiable and sensitive information ensure your conduct is consistent with the requirements of the legislative, and regulatory frameworks for information and information governance, whether that be in hard or soft copy or digital formats

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