

## **ACTION MEDICAL RESEARCH**

### **JOB DESCRIPTION**

<b>Job Title:</b>	Corporate Events Fundraiser
<b>Department:</b>	Events
<b>Working Base:</b>	Home based, ideally London/South East
<b>Hours:</b>	Part time, 21 hours per week
<b>Reporting To:</b>	Head of Events
<b>Salary:</b>	£28,000 pro rata

#### **Job purpose**

To help grow the charity's events income by delivering a programme of corporate cycling and challenge events, providing excellent stewardship and identifying and nurturing leads with potential to support the charity as a major donor or corporate partner.

#### **Main tasks**

1. To plan and develop the corporate events programme to maximise fundraising income, identifying and implementing new activity in line with the cycling and events strategy.
2. To plan and deliver event logistics for allocated events to generate significant profit for the charity at an acceptable cost of fundraising.
3. To identify, negotiate with and manage third party suppliers.
4. To work closely with colleagues and volunteer organisers to ensure that the events are safe. To ensure that all events are carried out within the law, in accordance with Action Medical Research health and safety policy and in conformity with guidance given by local authorities and the Institute of Fundraising.
5. To attend and help run key agreed events within the cycling and events programme.
6. To work with colleagues and across teams, to identify and develop potential leads, including sponsorship deals with third parties. To support management of these deals to maximise the benefit to Action and meet contractual obligations.
7. To provide excellent customer service to event participants and to help identify and develop opportunities where participants and their contacts can be encouraged to support the charity through wider fundraising initiatives including bespoke events.
8. To help build the profile of Action Events.
9. To work with the Marketing Managers and the Web team to ensure that the portfolio of events is presented attractively and accurately.

10. To ensure that all activity is thoroughly and objectively evaluated post-event, with all relevant improvements implemented.
11. To keep abreast of other activities in Action, and key developments within the charity and commercial events sectors.
12. To keep the Head of Events fully briefed on activities planned or undertaken.
13. To ensure all activity is compliant with health and safety legislation, GDPR and data protection legislation, and fundraising regulation and codes of practice.
14. To undertake other duties of a compatible nature that may be required by the Director of Fundraising.

*This Job Description is a statement of requirements at the time of writing. It should not be seen as precluding future changes after appointment to this role.*

### **Person specification**

#### **Skills**

- An experienced and passionate events fundraiser with a demonstrable interest in events, ideally, an interest in cycling events.
- A natural networker, personable and credible.
- Comfortable with harnessing digital technology.
- Excellent verbal and written communication skills.
- Excellent marketing, organisational, problem solving and negotiation skills.
- An ambitious self-starter who thrives under pressure.
- Ability to inspire and enthuse event participants.

#### **Experience**

- Good experience of organising and delivering events logistics.
- Experience of sourcing suppliers, negotiating contracts and managing performance.
- Experience in identifying and winning new business.
- Experience of managing health and safety and producing risk assessments for events.
- IT - MS Office, Google Docs, Analytics, mapping technology platforms, social media.

#### **Special conditions**

- Able to travel throughout the UK on a regular basis – clean UK driving licence.
- Able to work a significant number of weekends from March through to September.
- Prepared to help with the physical, manual handling of equipment and stock.