

## PILGRIMS HOSPICES – JOB DESCRIPTION

### EVENTS FUNDRAISER (STEWARDSHIP AND MARKETING)

#### MAIN PURPOSE AND SCOPE OF THE JOB:

The postholder will help to support the delivery and operation of Pilgrims Hospices extensive events portfolio; it's digital innovations and creative fundraising products, with a specialist focus on participant stewardship and marketing. The department covers; Hospice-wide events (x3 value £260K events), 20+ challenge events per annum, plus virtual and digital solutions; including Pilgrims own bespoke events app. The role will support the Events & Digital Fundraising Manager to deliver the portfolio of more than 20 events per annum, raising in excess of £400K+.

The postholder will be responsible for stewardship and supporter experience. Our focus is to put the participant at the heart of Pilgrims' supporter care; through event recruitment, cultivation, stewardship and partnerships across the east Kent catchment area.

The role includes helping to market and promote the events, with a focus on writing compelling copy for online and offline promotion. The postholder will have a flair for creativity and innovation, with outstanding supporter relationship management skills; to help enhance income generation through mass participation events. Creative skills in Adobe or Illustrator would be advantageous or a keen willingness to learn these skills.

Our aim is to ensure all fundraising activities are delivered to the highest standards, that fundraising events including virtual, interactive and physical activities are well-planned, exciting, unique, creative and challenging.

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#### POSITION IN ORGANISATION:

**Reports to:** Events and Digital Fundraising Manager

**Responsible for:** Event and Fundraising Volunteer (x1)  
Supporting Volunteers in the lead-up to event at multiple sites.

**Key Relationships:** Community Fundraising Teams in the 3 hospices, Events Coordinator, Events Fundraising Volunteer x1, Corporate & Trusts Partnerships Team, Marketing Team, Individual Giving Team, Lottery Team, Retail Managers, Supporter Relations Team, Hospice Service Managers and hospice based volunteers.

#### DUTIES AND KEY RESPONSIBILITIES

##### General/Operations - Stewardship

- To ensure that all hospice-wide and third party challenge events, partnerships, and activities are effectively marketed, planned and participants are supported to maximise engagement, supporter experience and income potential.
- Manage the pipeline and stewardship for all 20+ challenge events. To ensure all regular touchpoints are planned and scheduled. To inspire and engage challengers to reach their maximum potential in terms of participation, personal experience and income raised.
- Donors & Supporters - to cultivate supporters through relationship and account management strategies - to sustain and develop their fundraising across the range of fundraising products; including training, guidance, support, producing relevant materials and cross-promoting other giving opportunities.

- Our utmost priority is that all events are safely planned, operated and managed; and that supporters receive the best possible care and are progressed through a range of giving opportunities and become long-term supporters.
- Coordinate and deliver all participant communications relating to Hospice-wide events. This includes supporting the production of Final Information Booklets, participant kit lists, fulfilment packs and thank you letters.
- Manage all participant communications scheduled into PH online groups and help to support/deliver the appropriate proactive, and reactive, messaging.
- The Events Fundraiser will coordinate and respond to enquiries about how to join an event, providing appropriate information and recording all enquiries on Donorflex.
- The postholder will organise the distribution of banners, collecting pots and other collateral for eventers own 'in-aid of' events. Ensuring that all staff and volunteers adhere to cash handling procedures.
- The Events Fundraiser will lead on and deliver events as stipulated by the Line Manager.
- To attend events as the hospice's ambassador, including cheque presentations, networking, third party supplier meetings and conferences relating to events.

#### **General/Operations - Creative & Digital**

- The Events Fundraiser will be responsible for maintaining online events on the website; including producing registration forms and promotional literature.
- To ensure the timely and effective marketing of all challenge, virtual/digital and hospice-wide events/activities to maximise participation using a variety of channels and working closely with the Marketing Team and Community Fundraising Teams.
- The postholder will raise public awareness by working actively with supporters and the marketing team to develop case studies from event supporters.
- To ensure that all event design, marketing and promotion is in line with the needs and motivations of the target audience; both effectively planned and evaluated.
- To work with the Events & Digital Fundraising Manager to ensure appropriate collateral is available to support the full range of event and digital fundraising activity.
- To work with colleagues to ensure that centrally managed events, products and activities are marketed and supported locally to achieve departmental targets.
- The Events Fundraiser will help to support the creation and development of Fundraising Toolkits; including design of Fundraising Packs, posters, artwork and creative products on behalf of the fundraising team as a whole. The postholder will manage the procurement and fulfilment when required.

#### **Internal Processes and Relations**

- To support the Events & Digital Fundraising Manager to ensure that the Marketing Team have the appropriate collateral in a timely manner to support the full range of events and digital fundraising objectives.
- To work with the Supporter Relations Team to ensure that all communications, income processing and administration activity is delivered to the highest standard.
- To raise public awareness in the catchment area by working actively with supporters. Able to engage, motivate and respond appropriately to a wide range of internal and external stakeholders, in both online and offline media, appropriately working within the Pilgrims brand and outgoing communications 'voice'.
- To work with clinical staff to meet with families and patients wishing to support the hospice through events fundraising, providing the appropriate information and guidance. Support other colleagues in the promotion of community, individual giving, lottery, legacy and giving 'in memory' products.

- To play an active role in the Fundraising Team and, if required, coordinate specific projects on behalf of the whole team.
- Ensure that all activity, processes and procedures (data recording and cash handling) are operated correctly and in compliance with the Fundraising Regulator, Institute of Fundraising (IOF), Charities Act, HMRC, Information Commissioners Office (ICO), GDPR, Gambling Commission and that all Pilgrims own policies and procedures are followed.

### **Planning and Budgets**

- To understand income and expenditure for all events and oversee the relevant event budgets as stipulated by the Events & Digital Fundraising Manager. To achieve annual budgets to deliver and report against these.
- To maximise the net income generated through events, merchandise, participant cultivation, stewardship and sponsorship as directed by the Manager. To process invoices relating to events or third party agencies who operate/supply the challenges.
- To source, research and procure supporting event kit and promotional material for hospice-wide and challenge events.
- To provide reports and information about activity and supporters etc. as necessary and upon request, ensuring that the Events and Digital Fundraising Manager is fully briefed on performance against plans.

### **Supporter Care**

- To provide excellent supporter care, cultivation and stewardship to ensure engagement and long term commitment to the organisation.
- To grow and recruit new participants; to support them in the development and delivery of cost effective fundraising activities, to achieve maximum income generation.
- To ensure that accurate and up to date financial records are maintained and that income is recorded on the Donorflex database. To ensure that all supporters are appropriately thanked, acknowledged and contact records are updated.

### **Volunteers and Colleagues**

- Support the Events Team to manage volunteers and resource planning for events. This includes developing briefs in advance of the events and role management. On some events this sees more than 70 volunteers all working at various times, across multiple sites (up to 10 locations in one day).
- To be flexible with working patterns during events season and support the Events Team, and others, with flexible working during this period.
- Positive contribution - be a key part of the Fundraising Team and help to create a positive working environment; be pro-active and participative, engaging in cross team working and unified goals.
- Aim to utilise the events fundraising volunteers to help them to be involved, engaged and inspired by our events fundraising.
- To deliver safety briefings in a confident manner to event participants when required.

### **Governance**

- To ensure all policies and procedures are understood and adhered to by hospice based fundraisers, staff, volunteers and any relevant third parties.
- To keep abreast of Charity Law and fundraising developments across the charity sector by networking with fundraising staff in other organisations and undertaking training.
- Maintain an up to date knowledge of Pilgrims Hospices and its services.

## GENERAL RESPONSIBILITIES

**Corporate Governance** - The postholder must, at all times, act honestly, openly and work within the Pilgrims 'CODE' and comply with all relevant corporate governance requirements, employment legislation and standards of business conduct. The postholder is expected to be familiar with and comply with all policies and procedures published by Pilgrims Hospices in east Kent.

**Health and Safety** - Under the Health & Safety at Work Act (1974), it is the responsibility of the postholder at every level to take care of his/her own health and safety and that of others who may be affected by his/her acts at work.

**Data Protection** - Ensure that all data is processed in a fair and lawful way for the specific identified purpose, in line with the General Data Protection Regulations (GDPR), national data protection legislation and Pilgrims Hospices' Data Protection Policy. Data must not be disclosed in any manner which is incompatible with the purpose and to any unauthorised persons or organisations.

**Flexibility** - To attend events and activities outside normal working hours and weekends and Bank Holidays when required for the needs of the business. Appropriate time off in lieu will be given. The postholder is expected to work flexibly to be able to meet the challenges and opportunities of working within Pilgrims Hospices in East Kent.

It is a requirement in this role that all staff work Pilgrims flagship 'hospice-wide' (HW) events. Should the postholder not be available to work a HW event weekend, they must submit this notice to their line manager 2 months prior to the event, who in turn needs to confirm this with the Head of Fundraising and Projects before agreeing such leave. If staff are unable to work due to ill-health; this will be managed appropriately.

This Job Description is not exhaustive. This job description is a reflection of the current position and the postholder is expected to view it as a guide rather than an exact description of all duties and responsibilities. It may be subject to variation from time to time. The postholder will be required to undertake any other ad-hoc duties that may be required by the Line Manager, commensurate with the level of the post.

## PILGRIMS HOSPICES – PERSON SPECIFICATION

### Events Fundraiser (Stewardship and Marketing) – HW

This person specification sets out the essential and minimum qualities we are seeking for this post. Please ensure that your application demonstrates how you meet the criteria. You may include voluntary, unpaid and paid work.

Attributes	Criteria	Criteria Reviewed At		
		Application	Interview	Essential
<b>EXPERIENCE</b>	<b>Person Specification</b>			
	A preference of 18 months proven track record of customer focussed support either in the charity sector or able to demonstrate transferable skills from the commercial sector	X	X	X
	Demonstratable experience & proven ability to be professional, proactive, highly organised with strong time management skills	X	X	X

	Able to work under-pressure, meet deadlines and results driven with a flexible supportive and collaborative approach	X	X	X
	Proven ability and integrity to handle complex and sensitive enquiries and data; understanding confidentiality issues (appropriate support training will be given)	X	X	
	Experience of using databases to manage relationships and monitor and evaluate campaign performance using appropriate metrics (desirable)	X	X	
	Experience of managing data or digital technology, apps, route mapping software and IT solutions (desirable)	X	X	
	Experience of creative design software, ideally Adobe or Illustrator. A flair for creativity and design is desirable	X	X	
	Experience of developing on and offline marketing to deliver objectives, coordinating the production of materials/digital communications and managing suppliers	X	X	X
	Experience of working as part of a team and contributing to team plans and activities	X	X	X
<b>SKILLS/ ABILITIES</b>	A good understanding of the principles, methods & management of events & supporter led fundraising	X	X	
	An understanding of the principles of relationship development either commercially or ideally charitable	X	X	
	Good written communication skills. Able to draft press releases, write targeted and compelling copy, letters, presentations and other similar documents	X	X	
	Excellent verbal communication skills, able to engage, motivate and respond appropriately to a wide range of internal and external stakeholders	X	X	X
	A broad knowledge and understanding of the principles of marketing and use of social media to promote fundraising activities (use of social media and posting is essential)	X	X	
	A high level of numeracy and able to analyse and evaluate appropriate metrics to monitor and evaluate plans and campaign performance	X	X	
	Able to recruit, develop and train, motivate and manage individuals and teams of volunteers to give of their best	X	X	
	Able to use interpersonal skills to engage effectively with others, understand what motivates them and respond appropriately	X	X	X
	Good IT skills – able to use of word-processing, spreadsheets, PowerPoint, databases, email and social media	X	X	X
<b>QUALIFICATION/ TRAINING</b>	Educated to GCSE level or equivalent (a degree is desirable)	X	X	
	Evidence of a commitment to continuous personal development	X	X	X
<b>OTHER REQUIREMENTS</b>	A full UK driving licence with access to own vehicle for business use and willingness to travel throughout the designated area	X	X	X
	Due to the nature of this role and the logistics involved; it is essential that you are able to drive Pilgrims fleet of vehicles. This includes Luton lorries, long-wheel-base transits, chiller vans	X	X	X

	and hybrid transit vehicles			
	Able to work weekends and evenings as required. Time off in lieu will be given			
	Able to erect extensive fundraising equipment including: gazebos, branding, tables, catering equipment, stages, weights, displays, stands, route signage & transportation of fundraising collateral. During the peak event season (Summer and Festive) there is concentrated & busy activity relating to logistics & operations for events & being physically active is required for this role. Manual handling & specific training will be given	X	X	X

**Date Written: February 2023**