



advice and support for older age

**Independent  
Age**

## **JOB DESCRIPTION**

<b>Job Title:</b>	Events Fundraising Officer
<b>Division:</b>	Fundraising
<b>Department:</b>	Events Fundraising
<b>Salary Band:</b>	£28,000 - £32,000 (depending on experience)
<b>Reporting to:</b>	Senior Events Fundraising Manager
<b>Direct Reports:</b>	None
<b>Location:</b>	Head Office: 18 Avonmore Road, London, W14 8RR

### **Job Purpose**

**To be responsible for the operational delivery of the Events Fundraising Strategy, providing support for staff across the Events Fundraising Team. The Events Fundraising Officer will work closely with the Senior Events Fundraising Manager to maximise income from new and existing owned, bespoke and third-party events.**

### **Main Duties**

#### **Development & Income Growth:**

- Support the Senior Events Fundraising Manager in the operational delivery of a detailed plan of action to deliver agreed milestones to deliver agreed milestones to establish and grow the Events Fundraising programme.
- With the Senior Events Fundraising Manager, contribute to the delivery of the strategic framework - strategy, plans, budgets, KPIs – and implement the key operational building blocks, processes, systems and protocols for the new Events Fundraising team, ensuring best practice as well as legal compliance.
- To support the delivery an effective programme of owned, bespoke and third party fundraising events, helping to ensure that all pilot events are replicable and scalable and capitalise on opportunities to connect mission and income generation objectives.
- With the Senior Events Fundraising Manager, help to future-proof Independent Age's Events Fundraising programme by maintaining a network of external contacts, undertaking regular competitor analysis and sector research, investigating ways to improve effectiveness, seizing opportunities, anticipating risks and encouraging innovation and improvements.
- To help build and develop partnerships with best-in-business suppliers, ensuring cost-effective service, clear compliance and commitment to our values/goals.
- To work closely with colleagues in Services, Policy and other operational teams to develop a clear and compelling case for event participation and fundraising.

- Proactively identify and, with the Senior Events Fundraising Manager, prioritise and appropriately respond to fundraising event opportunities as these arise, ensuring that applications are targeted, timely and compelling, and that any existing relationships are maximised in support of our applications.
- Ensure that all event participants, partners and supporters within the team's remit receive the highest possible standard of stewardship in order to maximise their long-term value.

### **Integrated Engagement and Relationship Fundraising:**

- To support the delivery of a programme to recruit, retain, develop and reactivate events participants, ensuring best possible supporter experience to maximise lifetime value. Work with the Senior Events Fundraising Manager to develop compelling content, tell inspirational stories, create relevant offers and deliver impactful campaigns which inspire supporters/the public (national and local) to raise funds in support our work.
- With the Senior Events Fundraising Manager, to capitalise on digital and social media channels, technologies and platforms, as well as national and local promotion opportunities, in liaison with colleagues in Marketing and Communications teams, to ensure rapid and sustainable growth of our base of events participants.
- To contribute to the development of an integrated Supporter Relationship Management Strategy, informed by insight, which tests and builds relevant supporter journeys to drive sustainable growth in the number of supporters, service users and volunteers who give and/or get support through Independent Age, and the number of ways in which they engage with us.
- To capitalise on internal/existing Independent Age national and regional networks to develop new and existing relationships with potential event participants and supporters, including staff, Trustees, volunteers, service users, donor and campaigners.
- To raise the profile of the Events Fundraising programme internally (i.e. within Independent Age) and develop strong, cooperative working relationships with colleagues, in order to encourage a holistic view of all external contacts and identify event fundraising opportunities.
- To develop and maintain an in-depth knowledge of Independent Age's work, in order to present current and prospective supporters with an appropriate, articulate and compelling case for support.

### **Other Duties**

- With the Senior Events Fundraising Manager, ensure that all Events Fundraising activities adhere to charity law, compliance and fundraising best practice, including in the area of data protection, marketing consent and vulnerability.
- To act as a point of contact for all internal and external stakeholders on matters relating to Events Fundraising at Independent Age.
- To represent the charity internally and externally, as directed by the Senior Events Fundraising Manager/Head of Events Fundraising.
- To observe and comply with all Independent Age Policies, including the key policies and procedures on Confidentiality, Data Protection, Health and Safety, Safeguarding and Information Technology Policies and Procedures.

- To undertake other reasonable duties as directed by the Senior Events Fundraising Manager/Head of Events Fundraising as the department's and division's work develops and new needs emerge.
- This role may require additional travel and overnight stays.

## PERSON SPECIFICATION

### EDUCATION & QUALIFICATIONS

#### *Essential*

- Educated to degree level, or to have equivalent experience

### EXPERIENCE & KNOWLEDGE

#### **Essential:**

- Evidence of working at officer level to implement successful Events Fundraising strategies, plans and a calendar of diverse multi-channel events (including third party, bespoke and mass participation), as part of broader income/engagement strategies.
- A track record of achieving Events Fundraising income and participant growth
- Working with Digital, Marketing and PR teams to capitalise on digital and social media channels, technologies and platforms to cost-effectively grow and develop a base of event participants and an effective local promotion strategy
- Working in a fundraising context with data management & analysis teams, and related CRM systems, to optimise data and data capture opportunities to help drive growth.
- Delivering project or programme management to deliver required results.
- Maintaining and developing relationships with best-in-business events suppliers ensuring timely communication, delivery of SLAs, compliance and commitment to our values and goals.

#### **Desirable:**

- Contributing to the creation and development of owned mass participant events (including the testing of new propositions and channels to reach new audiences).

### SKILLS & ATTRIBUTES

#### **Essential**

- Excellent interpersonal, networking and relationship building skills, including ability to represent the charity to supporters and internal/external stakeholders
- The ability to be flexible, diplomatic and assertive
- Drive, energy and resilience to help implement new programmes from scratch
- Ability to analyse information from a range of sources in order to make effective decisions; weigh up risks and challenges; apply critical thinking; focus on outcomes and measure impact.
- Excellent verbal and written communication skills, including strong numeracy
- Excellent time management and ability under pressure to prioritise, deliver, manage and coordinate a number of projects and activities simultaneously to tight timescales
- Understanding of the legal and regulatory responsibilities of a fundraising charity and of current fundraising, marketing and branding challenges and trends

#### **Desirable**

- Strong affinity with our cause and knowledge of older people's issues.

## **Terms and conditions of employment**

***Job descriptions cannot be exhaustive and so the post-holder may be required to undertake other duties which are broadly in line with the above key responsibilities.***

***Independent Age is committed to equality of opportunity and of eliminating discrimination. All employees are expected to adhere to the principles set out in its Equal Opportunities Policy and all other relevant guidance/practice frameworks.***

**Tenure:** Permanent role

**Hours of work:** Full time (35 hours per week)

**Holidays:** 28 days per annum, pro rata for part-time staff. This includes three days to be taken over Christmas when the office is closed for a week

**Bank holidays:** Eight bank holidays per annum, pro rata for part-time staff

**Pension:** Independent Age operates a pension scheme which employees are eligible to join.

**Life assurance:** Members of the pension scheme are eligible to receive five times their annual salary for death in service

**Season ticket loans:** An interest-free season ticket loan is available to all staff on completion of their probation period