

## JOB DESCRIPTION & PERSON SPECIFICATION

### ROLE DETAILS

<b>POST TITLE:</b>	Head of Events
<b>RESPONSIBLE TO:</b>	Chief Executive Officer
<b>HOURS:</b>	37.5 hours per week
<b>TERM OF POST:</b>	Permanent
<b>SALARY:</b>	Competitive

### ABOUT CAUDWELL CHILDREN

Established in 2000, Caudwell Children is a national charity which works to transform the lives of disabled children and their families, enabling them to challenge the barriers they face throughout childhood by providing practical and emotional support.

The Charity is going through an exciting period of growth having recently opened a new state-of-the-art facility for multi-disciplinary therapy programmes for childhood disability and research of neurodevelopmental conditions, including autism, within the grounds of Keele University.

It provides a state-of-the-art base for the Charity's therapies and an environment where ground-breaking research can be undertaken, potentially changing the way some disabilities are treated, affecting millions of people around the world. This is a fantastic and exciting opportunity to join a dynamic and fast moving Charity at a time when it will attract national and international attention.

The services of Caudwell Children enrich the lives of our children and families through the delivery of high quality person centred care and support services that promote independence and achieve valued outcomes. We seek to create a safe, homely and supportive environment that enhances the lives of children with autism and associated conditions. Caudwell Children believes in a world where disabled children and their families have the choice, opportunity, dignity and understanding they deserve.

### POST OUTLINE

Events are a part of Caudwell Children's DNA, with the first ever fundraising ball being delivered by the Chief Executive on her own, prior to the charity even being formally registered.

As such, Caudwell Children has a long and celebrated history of delivering world-class fundraising events and the Events Department is therefore an integral part of the Charity's Fundraising and Partnerships Team.

From our renowned Butterfly Ball in London, to cycle challenges in Monaco and golf tournaments in Loch Lomond; our events have generated £millions of fundraising income on their own but also, crucially, served as cultivation for some of the charity's most important supporters.

Never standing still, Caudwell Children seek a dynamic, creative and precise Head of Events to continue to push the charity's events portfolio forward to support the exciting development of the charity's services and impact.

Events play an important role in both communicating our vision and cultivating the support we need to make it a reality for thousands of families in the UK and around the world. A proven leader, you will manage a team of three dedicated events fundraising staff with the opportunity to grow the team in line with the success of your delivery.

A corporate/commercial approach is a necessity in our customer-focussed culture; ensuring our stakeholders experience the best customer service and the desire to continue to support the charity long after the event has ended. An astute management of each event's P&L will be required to deliver a minimum ROI of 3:1 across the portfolio.

Based at our state-of-the-art Caudwell International Children's Centre in the beautiful Staffordshire countryside, no two days will be the same. Whether its managing relationships with supporters or high net worth donors, researching and pitching to sponsors, negotiating deals with venues, booking a world famous entertainer or attending a pageant show to collect a cheque – every member of the charity adopts our 'Whatever It Takes' motto to ensure the charity's success.

## **DUTIES & RESPONSIBILITIES**

### **Strategic Planning and Delivery:**

- Deliver, develop and adapt the events and challenges strategy and portfolio to achieve the agreed fundraising and attendance targets by working closely with the team members and building the team to hit targets and ROIs, increasing fundraising income year on year.
- Increase department income by seeking new opportunities and developing relationships to build on the portfolio, including building a number of 'in aid of' events'.
- Increase event income by seeking sponsorship for events and challenges.
- Represent Caudwell Children at external and supporter events and networking opportunities.
- Build income from supporters in the community by sharing the work of Caudwell Children and motivating individuals and groups to support our work.
- Report monthly on progress and forecasting against targets for fundraising and CEO meetings.

### **Event Management:**

- Deliver existing portfolio of events, meeting attendance and income targets.
- Develop new events and challenges in order to generate income.
- Ensure high quality recruitment and long term retention standards are applied in respect of relationships and managing supporters.
- Secure sponsorship across the full portfolio by recruiting high value sponsors, delivering on agreed outcomes and maximising profit.
- Overall department responsibility and operational management responsibility for portfolio of events, with responsibility for reaching financial targets as agreed and producing detailed reports and financial analysis.
- Line management responsibilities in respect of the Event Manager and two Event Co-ordinators.

- Support the delivery of all events with a focus on improving profitability on signature events, such as the Butterfly Ball and the Monaco Ball. This will involve securing sales, auction lots and sponsorship, along with event day delivery.
- Promote the use of the Caudwell International Children's Centre facilities to external hirers to raise income and increase charity profile to corporates.

### **Performance Monitoring:**

- Line manage Events Manager and Co-ordinators, supporting their career progression and ensuring success in their events, proposing team development to the CEO in line with your strategy.
- Monitor budgets, sales targets and ROI for all events, reporting on a weekly and monthly basis to the CEO and Executive Team.
- Act as the Events Team guardian for GDPR, demonstrating effective management of all event data to ensure positive supporter experience and maximising data collection across the department.
- Review, update and ensure Events procedures and ISO processes are adhered to.
- Provide expertise and guidance on all matters relating to events including Gift Aid, Risk Assessment and Health & Safety.
- Champion the use of the CRM system through Raisers Edge NXT, utilising reporting to benefit the team.
- Manage department debtors, ensuring no aged debt.
- Ensure event closures are timely and as per finance and event procedures, providing prompt reporting on ROI, staff and volunteer hours and engagement, performance to budget and targets and effort v reward.
- Ensure that department reporting for intangibles is completed to protect the value of the £ reported by the charity.

### **Collaboration Support:**

- Work and negotiate with external partners, event companies and third party organisers seeking opportunities for multiple event bookings to make savings.
- As a team actively develop relationships with individuals to encourage fundraising.
- Work with other departments to ensure integrated marketing plans are delivered for the promotion, recruitment and engagement of new and existing supporters in order to maximise net income and build supporter numbers across events and challenges.
- Work closely with Marketing and Design Departments to ensure brand and Caudwell Children message consistency at all events, to create compelling fundraising materials for a variety of media and to ensure all design and marketing milestones are met through collaboration with the Director of Marketing & Communications and team members.
- Work collaboratively to generate leads for corporate, major donors, individual giving and other income streams.
- Work collaboratively on charity wide initiatives to drive new income.
- Highlight areas of risk to the Executive Team and deputise for them in their absence.
- Represent Caudwell Children at external events and networking opportunities.

### **Additional Responsibilities:**

- Attend in-house and relevant external training courses, as agreed with line manager.
- Support the charity in the promotion of all services and the Caudwell International Children's Centre through such activities as; open days and active involvement in networking.

- Update, practise and comply with all Caudwell Children policies and procedures.
- Ensure GDPR/other data management compliance across all relevant activity.
- Ensure that all activity helps to build the Caudwell Children brand and is at all times brand compliant.
- Engage actively with our volunteers as appropriate and within the scope of the post.
- Build and develop relationships with a wide range of stakeholders and supporter groups, delivering compelling presentations to varied audiences to encourage support.
- Become a champion for CSR for the charity.
- Promote and embed Equality, Diversity and Inclusion (EDI) in all work and ensure community engagement information is communicated in plain English and meets accessibility requirements.
- Undertake any reasonable tasks from time to time at the line manager's request, as may be deemed appropriate within the scope of the role.

## PERSON SPECIFICATION

### Essential Criteria:

- Well-organised and able to manage multiple priorities and to think 'outside of the box' – a natural 'problem-solver' who is comfortable operating at pace with the ability to work to tight deadlines.
- Strategic thinker and inspiring team leader with a proven track record of successfully developing and leading a team.
- An excellent collaborator, facilitator and enabler with strong interpersonal skills; able to forge successful working relationships with a variety of stakeholders and sectors.
- Experienced in managing P&L's and budgets (ideally multi-currency).
- A proactive, self-motivated and goal-orientated leader with excellent communication skills; including excellent presentation and written skills.
- Excellent IT skills, including mainstream office packages and experience of using donor relationship management systems or CRM system.
- Knowledge of the management of events.
- Knowledge of income-generation within a charity/social enterprise/not for profit setting.
- Managing and marketing a range of events (charity, sporting and/or challenge events) at a senior level with six figure fundraising.
- Increasing net income and donor base through events, sports, challenges and supporter engagement.
- Working in a complex environment, ensuring speedy decision-making and systematic approach to overcoming obstacles.
- Supporter/customer focused role within a team environment with excellent relationship building skills.
- Working with third party event or race organisers, fundraising and community groups.
- Excellent organisational and analytical skills, as well as close attention to detail.
- A can-do attitude, solutions focus and ability to motivate colleagues.
- Able to travel to meet the needs of the role.

### Desirable Criteria:

- Experienced in supporter/community/peer-to-peer fundraising.
- Experience of working with high net worth individuals and committees.
- Knowledge and awareness of issues affecting children with disabilities and the support needs of families.
- Knowledge of compliance matters in relation to event fundraising standards.

- Knowledge of how to design and utilise data capture processes and use data to influence decision making and strategy developments.
- Securing and delivering high levels of sponsorship income.
- Able to work pragmatically and adapt to changing circumstances, displaying resilience.
- Creative thinking, including ability to think laterally about all types of audience engagement opportunities to maximise support for Caudwell Children.
- Experience working with volunteers and students.
- Experience of working in ISO regulated organisations.

## **DISCLOSURE & BARRING SERVICE CHECKS**

The Charity is committed to safeguarding children and young people and therefore adopts a safer recruitment approach through a robust recruitment and selection process. All posts within the Charity are subject to DBS checks, in line with the Rehabilitation of Offenders Act (1974). This role is eligible for a Standard DBS check.