

JOB TITLE (LOCATION)	PRODUCTS & EVENTS FUNDRAISER (LONDON)
SALARY AND BAND	BAND 5 £28,048 - £36,290, PLUS LONDON WEIGHTING (£5,610 - £7,258)
ANNUAL LEAVE	27 DAYS PLUS 9 BANK HOLIDAYS FOR FULL-TIME HOURS
REPORTS TO	PRODUCTS & EVENTS MANAGER
DIRECT REPORTS	NA

### About Maggie's

We provide free cancer support and information in our specially designed centres across the UK and online. Working alongside NHS hospitals, Maggie's centres are staffed by expert Cancer Support Specialists, Psychologists and Benefits Advisors, helping people to take back control when cancer turns life upside down.

Our long-term ambition is to be there for everyone with cancer in the UK at all 60 cancer centre sites to ensure that there is no-one living with cancer who is unable to access the expert psychological and information support that they so desperately need to live the best quality of life possible. The next five years brings us over the halfway mark to achieving this goal.

### About the Post Holder

You will have a minimum of 2 years of experience in mass event fundraising, and possess a creative, proactive, and energetic attitude with the ability to motivate and inspire fundraisers. You will be an ambitious, innovative, target-driven, self-motivated individual, with a desire to produce work to the very highest standard. You will work closely with key internal stakeholders, mainly Centre Fundraisers, supporting them with product and third-party event income, stewardship, marketing, and delivery. Experience working with Community-based fundraising teams desirable.

### About the Role

As part of the Product and Events team you will work across the organisation to deliver our portfolio, which includes Third-Party events, our owned Events and Products, and Social Fundraising.

For Maggie's key Third Party events, supported by the P&E Manager, you will be responsible for ensuring high quality project management, marketing, database, website, stewardship and evaluation. You will be the key contact for event providers, and make recommendations for investment across Third Party events. You will lead project groups, with support from the P&E Manager, to ensure key stakeholders from across the organisation are involved in all aspects of planning and delivery. You will work closely with our Centre Fundraising teams to ensure that there is a shared understanding of plans, processes including nominations and timescales, and are equipped to steward their participants effectively to that Maggie's can maximise income from events.

You will also work with Centre Fundraising teams to support the set up of regional events. You will ensure consistency and best practice by providing support with website, database, and marketing as required. You will also be responsible for the development and maintenance of key event management templates that are available for all fundraising teams to implement.

You will work closely with the P&E Manager to develop the Third Party events portfolio and identify opportunities for new events and partnerships. This includes regular reviews of income and participation across our events, as well as actively engaging in activities and networks across the sector. You will also assist with owned-events and Social Fundraising activity as required.

## **Key Responsibilities**

### **Event Management**

- Work with the Products & Events Manager and data and insight teams to provide thorough analysis of all products and third-party events.
- Assist the team in maintaining detailed budget records and income and expenditure accounts to ensure cost effectiveness.
- Ensure we are using the best digital fundraising strategies and platforms to drive income and recruit supporters
- Manage the payment process of event attendees and work closely with the Finance and Supporter Care teams to ensure income is coded quickly and correctly.
- Work closely with the database team to ensure participant, income and event records are accurate and updated as necessary
- Ensure compliance with internal financial policies and the Institute of Fundraising guidelines.
- Responsible for data entry, online form creation, report generation, production of literature, presentations, and communication materials as required. Responsible for stock maintenance and re-ordering fundraising/promotional items.

### **Stewardship**

- Plan, write and deliver multi-channel stewardship journeys for Product and Event participants
- Act as first point of contact for all enquiries relating to Products and Events.
- Manage participant and event provider queries through the events inbox.
- Maintain regular communication with event participants and develop relationships with key supporters

### **Working with Centre Fundraising teams**

- Work closely with Centre Fundraising teams to ensure that there is a shared understanding of plans, processes including nominations, and timescales for key events
- Provide regular updates on key Third Party events through working groups via email, Teams and face to face meetings. Ensure key event management documents and templates are available for use across all Fundraising teams
- Work closely and considerately with other departments within Maggie's involved in the delivery of events, including Finance, PR, Supporter Care, Data, Digital and Marketing.
- The post involves travel throughout the UK as well as irregular hours and weekend working.

### **Essential skills and experience**

- Experience delivering excellent supporter care via verbal and written communication
- Experience delivering mass participation events
- Fundraising experience
- Able to balance and prioritise various objectives from different stakeholders.
- Experience of meeting financial targets.
- Experience of administration and meticulous record keeping, excellent IT skills, and working experience of word processing and database packages.
- Excellent attention to detail and a methodical approach.
- Excellent planning, time management and organisational skills.
- Tactful and discreet when dealing with sensitive and confidential information.
- Flexibility and willingness to work outside normal office hours and travel when the occasion demands.