

RELATIONSHIP MANAGER - SPECIAL EVENTS

Job Level	4	Kornferry Function	
Directorate	Marketing, Fundraising & Comms	Function/Service	Supporter-led Fundraising (SLED)
Direct Reports	Up to 2	Indirect Reports	+70 volunteers
Line Manager Title	Senior Relationship Manager	Budgetary Responsibility	Up to £500K

The Leadership and Management of our people is critical to us as an organisation. The responsibilities and expectations of Leaders and Managers at this level can be found in [Our Leadership Framework - RedRoom](#).

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. [Our Leadership Framework - RedRoom](#), along with [Our values and behaviours - RedRoom](#) and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about [Equity, Diversity & Inclusion \(EDI\) at the British Red Cross - RedRoom](#) here.

Role description:	
Purpose	<i>To drive and inspire new businesses, maximise community donations and financial contribution of groups, individuals and volunteers through effective, supporter-led acquisition and account management. Cultivating a pipeline of high value fundraising opportunities to drive lifetime fundraising value for the British Red Cross.</i> <i>This role will provide personalised support and build relationships with a mix of both key event participants (including Committee events) and Community (inclusive of regional corporate) fundraising relationships. This role includes the delivery of special SLED events across the UK.</i> <i>They will be responsible for day-to-day relationship and engagement activities with our key most valued supporters (Tier 3 & 4) as well as coordinating and maximising fundraising volunteering initiatives in local areas. This role is also responsible for fundraising events delivery.</i>
Key Responsibilities	Relationship Fundraising Management • Solid account management experience with the proven ability to build rapport and develop relationships while understanding the needs of a variety of individuals, organisations and groups. • Create personalised and thoughtful solutions to deliver a first-class supporter experience with a focus on increasing average value and repeat participation. Provide, guide and facilitate supporters with a choice of how they fundraise for the British Red Cross. • Plan and manage both team and individual goals focus on building relationships with British Red Cross key supporters, supporting volunteer groups (including Committee events) and meeting key metrics such as supporter retention and increasing fundraising targets. • Produce and deliver high quality impactful written and verbal communications to engage, inspire and deliver key messages with both internal and external stakeholders. • Oversee key committee events and activities simultaneously while providing the highest level of stewardship to all supporters. Create personalised and thoughtful solutions to deliver a first-class supporter experience with a focus on increasing number of participants, income raised through events and repeat participation.

	• Ensure that all activities comply with GDPR guidance, Fundraising Regulator's Code of Conduct, British Red Cross' policies and procedures and demonstrates best practice. Product delivery and management • Lead the development and roll out of event day logistics for our special SLED events (including Guildhall Market, Scottish Ball, Escape the Tower) • Ensure all events and activities have an appropriate risk assessment, incident management plan and meet all health and safety requirements • Complete comprehensive briefs for internal teams, agencies and volunteer committees. • Manage evaluation plans, present recommendations to senior leaders to help shape strategy for future events and get budgetary sign-off Business development management • Develop, track and evaluate stewardship processes to drive both immediate and long-term income growth, aligned with fundraising strategies and priorities. • Proactively use the fundraising database to develop and manage supporter relationships and ensuring that accurate, up-to-date financial and supporter records are maintained and accessible. • Proactively acquire new business and new relationships through targeted acquisition including research, completion of applications, and presentations to supporters/companies/groups to secure new income and/or relationships in year and further. • Work closely with development and stewardship teams to identify areas for development and improvement, continually refreshing our audience approach on retention and ensure British Red Cross has compelling case studies to attract and maximise audiences. • Promote BRC opportunities at key conferences and events • Ensure readiness to respond to Emergency Appeals at short notice by sharing relevant and up to date messaging on the appeal, expert stewardship and strategic outreach to key supporters maximising the success of the appeal Financial Management • Develop, track and evaluate relationship processes to drive both immediate and long-term income growth, aligned with fundraising strategies and priorities. • Closely monitor income and expenditure for relationship area and reforecast throughout the year. • Develop and implement contingency plans if identified markers are not met • Contribute to departmental income reporting, budgeting and forecasting. Establish and maintain a pipeline which shows real-time status of targeted businesses and supporters. Team Leader • All team members understand their responsibilities and objectives • All resources involving staff managed in accordance with BRC policies and procedures • All staff are kept informed of relevant organisational plans and updates on development • Team ideas and comments are communicated and forwarded appropriately Team Member • Actively participates in all team meetings. • Supports other team members. • Work and behaves in accordance with all BRC policies and procedures. • Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic). The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.
Know-how	<i>Essential Criterial</i>

	• Proven track-record of hitting financial targets and fundraising KIPs in a community fundraising environment. • Working with fundraising committees and high-level volunteer led groups to deliver events in local areas • Demonstrate experience matrix management and leadership a large project team, including external stakeholders and agencies. • Solid organisational skills to ensure fundraising activities are planned, implemented and completed to the highest standard. • Experience of managing volunteers in a fast pace and demanding environment helping them, to overcome challenges and develop resilience while achieving targets. • Experience of financial budgeting, forecasting and reporting <i>Desirable criteria</i> • Excellent oral, writing and copy-editing skills. • Creativity to generate innovative ways to support partners and fundraising, fostering long-term supporter relationships • Ability to communicate clearly with a range of different people, with confidence to influence and negotiate to drive projects forwards, as needed • Ability to communicate clearly with a range of different people, with confidence to influence and negotiate to drive projects forwards, as needed
Additional Requirements	• <i>Ability to work effectively remotely with colleagues across various geographical locations</i> • <i>Occasionally to work outside of working hours, evenings or weekends.</i> • <i>Able to travel around the UK and stay overnight where appropriate</i> • <i>Hold a full driving licence and able to use their own car for work-related travel (mileage will be reimbursed and use of hire cars is encouraged for longer journeys)</i>

Pre Engagement Checks Highlight bold as required	
DBS- England & Wales	None
PVG- Scotland	None
Access NI- Northern Ireland	None
Driver Check	YES
International Roles Only	
International Police Check	No
International Driving Licence for manual cars	No

Role Reference		Review Date	
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.