

RELATIONSHIP MANAGER – CHALLENGE EVENTS

Job Level	4	Kornferry Function	<i>Completed by Reward</i>
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 income

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	<p>Manage and deliver our flagship fundraising event portfolio. Implement a multi-year strategy for BRC owned and 3rd party event portfolio, that maximises income and supporter engagement over the coming years. The role is the key contact for critical relationships with external agencies and delivery partners.</p> <p>This role will work closely with the Community Development manager to help cultivate a pipeline of high value fundraising opportunities for driving overall lifetime fundraising value to the British Red Cross.</p> <p>This role will be responsible for the team that provides personalised support and build relationships with a mix of both key event participants, corporates, groups and volunteers.</p> <p>This role will have responsibility for the event management of the larger events within the portfolio including on the day attendance. They will have budgetary responsibility for events.</p>
Key Responsibilities <i>Under maximum of 4 headings with a maximum of 6 bullets per heading</i>	<p>Event Relationship Management</p> <ul style="list-style-type: none"> Account manage key supporters with the proven ability to build rapport and develop relationships while understanding the needs of a variety of individuals, organisations and groups. Manage multiple 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 average value and repeat participation. Work with Relationship team fundraisers and staff across other departments to maximise opportunities for our supporters and our colleagues' support for fundraising beyond events. This role will also have dotted line responsibilities to the Senior Community Development manager who will oversee their accountabilities for marketing and acquisition as well as new product development.

- Responsible for horizon scanning in the events sector, spotting trends and identifying ways to grow the events portfolio and increase income.
- Ensure readiness to respond to Emergency Appeals by delivering an advised level of action at short notice.

Event delivery & Project management

- Effectively lead the cross-organisational project teams for your event with comprehensive project plans (with agreed milestones for each team), ensuring the team is focused, on-strategy and delivering the best quality product for our supporters.
- Manage the development and roll out of event from planning to day logistics.
- 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 and agencies and manage key agency and delivery partner relationships, ensuring work is delivered on time and on budget.
- Create and communicate targets, KPIs and success metrics with the project team and senior stake holders. Produce regular performance forecasts throughout the event period and post event evaluation (including logistics).
- Ensure that all activities comply with GDPR guidance, Fundraising Regulator's Code of Conduct, Health & Safety, British Red Cross' policies and procedures and demonstrates best practice.

Data & Insight

- Develop, track and evaluate stewardship processes to drive both immediate and long-term income growth, aligned with fundraising strategies and priorities.
- Proactively using the fundraising database to develop and manage supporter relationships and ensuring that accurate, up to date financial and supporter records are maintained and accessible.
- Oversee the delivery of project plan tasks across different stakeholders, to make sure everyone is meeting set KPIs and working to deadline
- Work closely with analysis 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.

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>From your overall 'Know-how' description, please indicate clearly which are 'Essential Criteria' (no more than 6) and which are 'Desirable Criteria' (no more than 3) – these will then be used in recruitment (for advertising and shortlisting purposes)</i>	<i>Essential Criteria</i> <ul style="list-style-type: none"> • <i>Excellent understanding data analysis and how this should inform product development.</i> • <i>Ability to take a pro-active approach to work and responsibility for own workload</i> • <i>Highly productive, organised, and able to juggle, plan and deliver projects on time, alone or as part of a team</i> • <i>Proven track record of delivering event fundraising activity</i> • <i>Experience of preparing, working to, monitoring, and reporting on targets, events and activities.</i> • <i>Ability to demonstrate contingency planning skills relevant to this position</i> <i>Desirable criteria</i> <ul style="list-style-type: none"> • <i>Experience to manage volunteers and volunteer groups.</i> • <i>Experience of role-modelling CRM use</i> • <i>Ability to write clear and appropriate communications which are appealing and easy to read and understand</i> • <i>Confident communication skills both on the telephone and face to face that are clear and persuasive. Able to communicate with groups and individuals from diverse backgrounds.</i>
Additional Requirements	<ul style="list-style-type: none"> • <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	No
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.