

## Events Executive

<b>Job Level</b>	Level 3	<b>Job Reference No:</b>	
		<b>Role review date:</b>	May 2024
<b>Directorate</b>	Marketing and Fundraising	<b>Function</b>	Regional Fundraising & Events
<b>Service</b>	Marketing & Mass Fundraising	<b>Reports to:</b>	Events Manager

### Scale and scope of role

<b>Direct reports</b>	0	<b>Indirect reports</b>	0
<b>Budget responsibility/ accountability</b>	(Team Target) £2+ million income and £500k + expenditure	<b>Accountable for other resources</b>	N/A

### Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

### Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

### Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

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.

## Purpose of the role

Work with Events Managers to deliver our flagship fundraising event portfolio. Work to a multi-year strategy for BRC mass participation and challenge event portfolio, that maximises income and supporter engagement over the coming years.

This role is responsible for exploring parallel opportunities to grow the BRC events brand with our audience, creating ongoing supporter journeys that engage participants and give them further ways to deepen their engagement with our cause.

## Key responsibilities

### Event strategy & growth

- Own and drive your events, update regularly with new findings, insight and learnings.
- Work with the Regional Fundraising and Partnership Fundraising team to deliver any on the day opportunities, employees' engagement and ensure best-fit.
- Work with Business Information and Analysis team to test hypothesis and gather insight to help shape events.
- Support the team in testing new products or features in current events.
- Support the development of a data-driven culture, role-modelling best practice CRM use, ensuring consistent use and that that information is maintained, reviewed and updated.

### Event delivery & Project management

- Work as part of a project teams for your event, ensuring the delivery of the best quality product for our supporters.
- Work with the Event Manager on the roll out of event 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.
- Ensure that all activities comply with GDPR guidance, Fundraising Regulator's Code of Conduct, British Red Cross' policies and procedures and demonstrates best practice.

### Financial Management

- Management of the event expenditure to ensure income targets are met.
- Produce regular performance forecasts throughout the event period.
- Closely monitor event income and expenditure and reforecast throughout the year.
- Develop and implement contingency plans if identified markers are not met.

### Marketing

- Work with marketing and content teams, plus external agencies to develop, plan and execute marketing campaigns.
- Use Google Analytics to monitor performance and this insight to shape and optimise marketing plans.

### Supporter experience

- Work with the supporter experience team to identify any pain points within the process and fundraising platform and test new opportunities to improve supporters' experience.
- Create motivating and inspirational user case studies and stories.
- Work with the Business Intelligence & Analysis team to develop the supporter journey process and test new journeys to increase conversion and retention rates.
- Develop ongoing supporter journeys for participants that engage them with our cause.
- Support and deliver any ad-hoc administrative tasks required for the success of your event.

### Team Member

- Actively participates in all team meetings.
- Supports other team members
- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamics)

The duties and 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.

## Pre-engagement checks

### Criminal Records

Type of criminal record checks required for this role:

England and Wales – Disclosure and Barring Service (DBS)
• None
Scotland
None
Northern Ireland
• None

Drivers Check - Required – No

## Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
	S	I	A
<b>Knowledge and Skills</b>			
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Excellent understanding data analysis and how this should inform your event.</li> <li>• Strong strategic thinker and ability to identify opportunities to inform event development</li> <li>• Highly productive, organised, and able to juggle, plan and deliver projects on time, alone or as part of a team.</li> <li>• Excellent understanding of digital marketing user journeys and best practice.</li> <li>• Well versed in Google Analytics as well as fundraising platform analytics, such as Just Giving, to measure product progress.</li> <li>• Excellent oral, writing and copy-editing skills.</li> <li>• Team worker, able to work with colleagues at all levels and with various levels of digital literacy.</li> <li>• Knowledge of fundraising techniques to maximise virtual fundraising.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Project management skills</li> <li>• Excellent understanding of user testing and experience on digital products.</li> </ul>			
<b>Experience</b>	S	I	A

<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Experience with delivering mass participation virtual fundraising events and challenge events</li> <li>• Experience of role-modelling CRM use.</li> <li>• Experience with delivering £1 million plus fundraising products/events.</li> <li>• Experience of working in a fast-paced, “self-starter” environment.</li> <li>• Experience in analysing users, creating users’ stories and using this insight to create supporter journeys that maximises fundraising.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience of working effectively in a multidisciplinary team and with agile methodologies.</li> <li>• Working within a charity and a voluntary organisation and / or international development</li> <li>• Experience with identifying relevant global and national trends in the challenge events space that can be used to develop and extend our event portfolio</li> </ul>			
<b>Additional requirements</b>			
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Ensures inclusive practice, challenges discrimination and promotes diversity in line with our <b>Equality, Diversity and Inclusion (EDI) policy</b>.</li> </ul>			
<b>Values in Action</b>			

<p><b>Dynamic</b></p> <ul style="list-style-type: none"> <li>- We move forward as one team.</li> <li>- Every day, we're adapting, innovating and learning.</li> <li>- When the unexpected happens, we are calm, quick and efficient.</li> <li>- We respond smartly, using clear processes and systems.</li> </ul> <p><b>Compassionate</b></p> <ul style="list-style-type: none"> <li>- We stand for kindness.</li> <li>- People come first, no matter who or where they are.</li> <li>- We have genuine, open-minded conversations.</li> <li>- Together, we're a united force for good.</li> </ul> <p><b>Inclusive</b></p> <ul style="list-style-type: none"> <li>- We are open to all.</li> <li>- We treat each other with dignity and respect.</li> <li>- Every person's uniqueness is valued, supported and celebrated.</li> <li>- Our individual backgrounds and experiences make our organisation stronger.</li> </ul> <p><b>Courageous</b></p> <ul style="list-style-type: none"> <li>- We are bold.</li> <li>- We show our strength by doing the right thing.</li> <li>- We aren't scared to test our creative ideas.</li> <li>- As humanitarians, we go the extra mile to help people in crisis</li> </ul>		
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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.