RELATIONSHIPS MANAGER - KEY EVENTS

Job Description & Person Specification

Appointment:	Relationships Manager - Key Events
Responsible to:	Head of Community Relationships
Responsible for:	Relationships Officer - Events
Hours of Work:	37 hours – Full time
Location:	Hybrid - A mix of working from home with some office time
Key Relationships:	Event Relationships Manager for challenge & community events, colleagues in the marketing and income generation team, clinical managers and departmental staff, supporters, event participants, volunteers, suppliers, businesses, and organisations.

Main Purpose of the Job

The Event Relationships Manager for Treetops Key events is our 'go to' person for all who want to support Treetops by taking part in our biggest events held locally, like Moonlight Walk and Treecycling.

You'll be responsible for devising and delivering these events, so you'll do lots from finding venues and booking suppliers to recruiting volunteers and securing business sponsorship; you'll also manage the event budgets. Working with our Digital Marketing Manager and marketing team you'll create some great promotional campaigns to recruit participants – this means you'll know how to talk about the events and how to reach those most likely to take part. We need you to steward participants, so they feel valued and reach their fundraising targets; and you'll make sure they enjoy the event itself.

Together, with our Event Relationships Manager for challenge and community events you'll create an exciting events programme has something for everyone.

Here are the more formal details:

Primary Responsibilities

The post holder will:

- Research, devise and deliver a programme of key events (such as Moonlight Walk and Treecycling) that will bring significant income, develop existing and recruit new supporters into the hospice
- Ensure all fundraising events are strategically planned, in terms of clear objectives, activity, recruitment, marketing, PR and donor care plans
- Manage the 'on the day' event delivery, adhering to itineraries, coordinating suppliers, volunteers, and staff, taking decisions and problem solving
- Achieve or exceed participation and income targets for each event
- Steward event participants to keep them informed, optimise their fundraising potential, and event enjoyment; listen to their feedback to improve and adapt future events
- Day-to-day management of the Relationships Officer including delegation, performance, reviews and absence management
- Manage event budgets, negotiating contracts and taking responsibility for the relationships with contractors and third-party event providers
- Utilise events to build relationships with businesses and secure event sponsorship
- Provide expert advice to colleagues within the fundraising team delivering events in support of shared objectives
- Ensure Treetops' events are safe, legal, and ethical by staying informed of legislation and best practise; and checking event providers credentials

Communication and Relationships

- Work collaboratively with the Events Relationships Manager for challenge events, to deliver a varied event portfolio and provide cover for each other as needed
- Work with the marketing team and Digital Marketing Manager to agree design, messaging, and marketing channels to increase income from events and enhance public awareness of Treetops
- Be the first point of contact for all enquiries about key events
- Provide excellent relationship management to ensure event participants receive the highest standard of customer care.
- Co-operate and liaise with departmental and inter-departmental colleagues
- Participate in and contribute as appropriate to team meetings
- As part of the Community Relationships Team attend speaking engagements, assemblies, and host tours of the hospice
- Use the charity's database to manage events and all relationships (both individual and organisational), ensuring all records are kept up to date

Decision-making and Problem-solving

- Undertake data analysis to assess the performance of activity and apply the findings to influence future plans
- Prioritise activities to generate most charitable income

Training and Development

- Keep up to date on best practice within the charity sector with a focus on running and challenge events, highlighting trends and insight that could inform planning
- Keep up to date with new developments, legalities, codes of conduct and best practice within community fundraising as well as the wider fundraising sector
- Take a proactive role in your own continual professional development

Line Management

- Responsible for Relationships Officer, delegating work, managing performance and development
- Works to Treetops HR procedures

Financial & Physical Resources Responsibility

- Ensure income generation targets are met
- Be accountable for the efficient management of both income and expenditure for fundraising products, campaigns and events

Responsibility for Information

- Respect confidentiality regarding all issues related to Treetops' business
- Give strategic advice concerning community fundraising activity
- Comply with GDPR and other legal and statutory requirements

Working Conditions

- As part of the Income Generation Team, you will sometimes have to work on evenings and at weekends for which time off in lieu will be granted
- Required to provide some out-of-hours coverage for social media and digital/hybrid events; to manage and attend events
- Required to work longer working days on occasions
- Required to work from the office as business needs require and in line with charity guidance.

Physical/Mental Effort

Physical

- You will be able to drive using personal car (for which appropriate insurance at own cost must be obtained)
- You will be able to set up/down a marquee, tables and displays etc.

Mental

- Able to deal with vulnerable, distressed, anxious or difficult people in accordance with Treetops' policies
- Frequently need to concentrate on a particular subject for 1 – 2 hours at a time, e.g. in meetings, when working on budgets or developing new fundraising initiatives
- Able to deal with a lot of interruptions and frequent switching between activities, meeting different people, taking calls, information requests, etc.
- Able to cope in an environment where work is managed by to key performance indicators

All employees are required to

- Comply with health and safety policies, procedures and arrangements for safe working practices

Other
This job description outlines the main functions and responsibilities of the post. The post holder may be required to undertake additional duties as required, commensurate with the level of the job.

Review procedures
There will be an annual review of the post and job contents.

Key Performance Indicators
Annual Key Performance Indicators will be defined by the Head of Community Relationships

EVENT RELATIONSHIPS MANAGER: KEY EVENTS

Person Specification

	Essential	Desirable
Knowledge and Experience	• Degree in Event Management or relevant subject • Minimum 5 years' experience of developing and managing mass participation events • Expert in devising marketing and promotional campaigns • Track record in successful charity fundraising • Excellent knowledge of fundraising and event operational procedures (e.g. health and safety, financial, volunteer etc.) • Proven track record in providing excellent customer service • Track record in maintaining motivating and stewarding people in person, over email and telephone; and in hosting groups of people • Experience of negotiating contracts and costs • Previous success in delivering results against set targets • Demonstrable experience of managing projects and	• Been responsible for mass participation event fundraising • Good understanding of other areas of fundraising • Excellent knowledge of fundraising and event operational procedures (e.g. health and safety, financial, volunteer etc.) • Experience of recruiting and managing volunteers • Experience of fundraising platforms • Experience of getting items for free or securing business sponsorship • Track record of giving presentations, assemblies and talks • Knowledge of the wider charity environment and the hospice sector • Well versed in the Code of Fundraising Practice • Knowledge of Raiser's Edge or similar CRM database • Awareness of the work of Treetops • Knowledge of the wider charity environment and the hospice sector

	balancing multiple critical priorities; setting milestones and targets; directing colleagues; and managing budgets • Able to drive and use personal car for work (for which appropriate insurance at own cost must be obtained)	• Lives in Derbyshire or Nottinghamshire (area served by Treetops)
Effective Communication	• Able to negotiate, persuade, motivate, and encourage • Excellent written and oral communication skills • Knowledge and demonstrable experience of producing high quality written work and presentations • Excellent networking skills, ability to develop strong relationships • Expert with chatting to and building relationships with participants supporters in person and over the phone/SMS • Proactive, demonstrating a high level of initiative • Able to work as part of a team • Confident to challenge appropriately • Experience of building internal and external partnerships	• Trained in relationship management
Cooperation	• Alert to opportunities to use own expertise and experience to help others. • Understands the benefits of teamwork. • Thinks through implications of actions on others; supports and encourages positive behaviours.	

Decision Making and Problem Solving	• Highly numerate with the ability to understand and investigate complex/legal information to simplify and present it to a range of audiences • Ability to research and write business cases for proposed activity • Able to take responsibility at events, to 'think on your feet' and make decisions autonomously	• Able to schedule work against the charity's priorities and return on investment, advising colleagues accordingly
Responsibility for Information	• Highly numerate with the ability to understand and investigate complex information to simplify and present it to a range of audiences. • Able to research and write business cases for proposed activity. • Able to handle sensitive information appropriately, updating records on database. • Does things carefully, thoroughly, in order and on schedule.	• Recent training on data protection and GDPR
Change Orientation	• Adapts rapidly to changed circumstances and priorities. • Seeks new approaches to situations/difficulties. • Responds constructively in situations of change that appear ambiguous and contradictory.	
Time Management	• Able to manage workload, assign priorities, and maintain focus on productive endeavours • Methodical, does things carefully, thoroughly, in order and on schedule. • Efficient makes optimal use of the time available	

	• Seeks support, able to delegate and project manage	
Pursuit of Excellence	• Has pride in personal performance and has high personal standards of work. • Deals with poor performance issues when problems arise. • Seeks feedback on own performance and examines personal strengths and weaknesses. • Shows commitment to identifying training and development needs and takes the initiative in addressing them.	
Social Responsibility	• Acts in a manner that is beneficial to the hospice and the wider community, not solely to the individual.	
Working Conditions	• Works occasions, early mornings, weekends, and evenings. • Works as part of the Community Relationships team to attend fundraising activities/events as needed. • Spends time working in the community.	
Physical/ Mental Effort	• Insured for, and able to use own car for business use (when required to use own car for work) • Able to sit at computer for long periods • Able to walk into a room of people who do not know you and engage with them. • Able to lift display and promotional materials, set up marquee and equipment for events.	