



JOB DESCRIPTION & PERSON SPECIFICATION

JOB TITLE: Events Manager
REPORTING TO: Events Team Leader
DEPARTMENT: Fundraising

The Charity:

GroceryAid has been the charity for the whole grocery industry since 1857. It provides free and confidential welfare support to anyone working in the grocery industry, from the first day of their employment.

More than 450 of the most well-known grocery retailers and Fast-Moving Consumer Goods (FMCG) brands support the charity, enabling it to help more than 28,000 people in the last twelve months alone.

The charity has also been working as part of an industry partnership to deliver the Diversity and Inclusion (D&I) in Grocery Programme. With 95+ FMCG partner brands, it is the largest collaboration of FMCG brands in the industry, working towards the common goal of creating a diverse and inclusive workforce where everyone can be themselves.

With the cost of living increasing, demand for support has increased rapidly. GroceryAid raises the majority of its funds for welfare services through its central events calendar.

Main purpose of the role:

GroceryAid has gained a reputation for running some of the best events in the industry calendar from industry-leading Barcode Festival, to the Sporting Lunch and London to Brussels Cycle PLUS unique retailer events including Waitrose Garden Party and Sainsbury's Big Bash.

These events bring together more than 13,000 a year and are sponsored and attended by a diverse group of industry colleagues including guests at the most senior level.

As a member of the Fundraising team you will work on and support a number of our fundraising events which are widely admired by event industry professionals. Engaging with sponsors and supporters to increase revenue opportunities. The strength of relationships with major FMCG brands is imperative to the success of the events.

Main Responsibilities of the Role:

- Operational delivery of exceptional, must attend industry leading events, ensuring fundraising targets are met
- Build excellent supporter relationships, in particular with sponsors
- Collaborate with the marketing and communications team on the strategy and delivery of owned events
- Collaborate with the relationship management team on the sales plan to ensure targets are met
- Identify new fundraising opportunities

Role breakdown in detail:**Fundraising**

- Monitor sales and revenue on any owned events and provide regular status updates to stakeholders
- Work with current and new supporters to develop strong relationships for ongoing support
- Manage and maintain good relationships with suppliers to deliver flagship events
- Negotiate supplier costs to maximise contribution back to the charity
- Bring new ideas and make recommendations for fundraising opportunities
- Work with marketing and Event Lead to create event comms, sales and awareness including website, trade press and social media

Event/Project Management

- Responsible for event delivery, on time and to budget of any owned events
- Accountable for areas of responsibility within a project, this will vary depending upon the size of project
- Monitor budget including income, costs and profit for forecasting updates and cashflow
- Process event sales including reporting via database/CRM system
- Project Management including timeline, operational working document, running order, Health and Safety documentation, marketing & sales, internal and external meetings, reporting to Event Team Lead
- Build strong stakeholder relationships throughout event committees, suppliers and internal departments

Other

- Sourcing of gifts in kind, prizes and product for events, including updating database and post event liaison
- Keeping database up to date with CRM and event management information
- Use CRM system to produce regular revenue/booking reports
- Support Senior Events Managers in management of and delivery of events

Experience/Skills:

- Proven event management experience on a range of events
- Project management skills and event delivery
- Attention to detail and ability to maintain accuracy while working under pressure
- Working on multiple projects and any one time
- Experience of budget management including spend and reconciliation
- Working with teams across other functions or departments

Qualities:

- Team player; naturally supportive with colleagues in immediate team as well as wider GroceryAid team; does not shy away from getting involved
- Self-motivated and committed to working to deadlines, achieving goals and targets
- Proactive approach to achieve tasks and identify improvements