

JOB DESCRIPTION & PERSON SPECIFICATION

JOB TITLE:	Senior Events/Fundraising Executive
REPORTING TO:	Fundraising Manager
DEPARTMENT:	Fundraising

The Charity

GroceryAid has been providing emotional, practical and financial support for grocery people since 1857. In the last year the charity has seen a 55% increase in applications for financial support, the number of financial grants paid is up by 87% and there have been 74% more calls to their Helpline. The charity provides this help because of the strength of relationships with major FMCG brands. With over 3.5million people in our industry our biggest challenge is awareness.

Main Purpose of Role:

As a member of the Fundraising team you will both lead and support a number fundraising activities including major events. Building lasting relationships and awareness across the industry you will help to run the most exciting events in the Grocery industry and engage with sponsors and supporters to increase revenue opportunities.

Main Responsibilities of the Role:

- Lead the delivery for exceptional, must attend industry leading events, ensuring fundraising targets are met
- Build excellent supporter relationships, in particular with sponsors
- Own the marketing plan for those events
- Own the sales plan for those events
- Proactively seek new fundraising opportunities

Role breakdown in detail:

Fundraising

- Deliver revenue figures via a comprehensive sales plan including ticket sales and sponsorship revenue
- Manage team and all stakeholders to deliver flagship events
- Work with current and new supporters to develop strong relationships for ongoing support
- Work with marketing to create and execute sales and awareness plan including website, trade press and social media
- Make recommendations for fundraising activities
- Bring new ideas for fundraising opportunities
- Negotiate supplier costs to maximise contribution back to the charity

Event/Project Management

- Responsible for project and event delivery, on time and to budget
- End to end budget, cashflow, income, forecasting and supplier management using ThankQ database
- Ownership of event documentation including timeline, running order, budget and marketing plan
- Ownership of project management including meetings, stakeholder management, committee involvement, review and debrief
- Manage contracted suppliers to ensure the project is delivered on time and to budget

- Ensure all parties meet key milestones
- Preparation of all meetings and minutes

Other

- Sourcing of gifts in kind, prizes and product for events
- Keeping database up to date with CRM and event management information
- Use CRM system to produce regular revenue/booking reports

Specific Events/Projects:

- Windermere row: project lead
- Christmas Concert: project lead
- Diversity & Inclusion in Grocery: programme & event support
- Barcode Festival: event support

Experience/Skills:

- Minimum 5 years event management experience, agency experience would be desirable
- Ability to gain trust and build strong relationships at Director level
- Strong project management skills, event delivery and stakeholder management
- Motivated to work to deadlines and targets
- Experience of managing budgets with income and spend to deliver bottom line contribution
- Highly motivated self-starter with ambition to make things happen
- Excellent attention to detail and ability to maintain accuracy while working under pressure, on multiple projects

Additional information:

- Office hours are Monday to Thursday 9am-5pm and Friday 9am-4pm with some travel for meetings
- Free parking
- Annual Leave of 25 days + 3 Xmas days
- Excellent pension scheme
- Private Medical & Dental Healthcare
- Life Assurance