

Events Executive – North-West Date: Oct 24	Direction and guidance from: Regional Director North-West	Primarily reports to: Regional Director North-West
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Primary Role. As part of the North-West regional team, the role involves: delivering fundraising in support of the Charity’s Plan, including facilitating the work of our volunteer fundraisers; raising the profile of our Charity in the North-West by engaging with a wide range of audiences; administrative tasks, including accounting and database management.

1. Specific Tasks.

a. Fundraising – To develop regional and Charity fundraising in partnership with the National Office teams and in support of the annual Fundraising Plan:

- (1) Plan, run, and support fundraising events compliant with the Fundraising Regulator’s Codes of Fundraising and the Charity’s policies and instructions.
- (2) Manage supporter experiences and journeys seeking to retain current supporters and encourage new supporters.
- (3) In collaboration with the Comms & Marketing team, produce and distribute event marketing materials.
- (4) In collaboration with the National Office Events, Corporate, Trust, Legacy and Direct Mailing teams, increase support and income from the North-West for those income streams.
- (5) Support and, where necessary, assist Volunteer committees/advocates to encourage fundraising and engagement.
- (6) Where necessary collaborate or de-conflict with other regions/charities.

b. Engagement - Raise the profile of the Charity within the region in support of both the annual Fundraising Plan and the annual Comms & Marketing Plan:

- (1) Prepare and deliver briefings on the Charity, represent the Charity at external events.
- (2) In collaboration with the Comms & Marketing team use the Charity’s digital channels to promote the work of our Charity in the North-West.

(3) Liaise with:

- (a) Local Media Organisations.
- (b) Volunteer Committee Chairs and Committee members.
- (c) Armed Forces Champions within local government, public and private employers.
- (d) Local Army, Army Reserve and Cadet units.
- (e) Other Military Charities.

c. Administration – as part of the wider regional team, lead on ensuring efficient administration of the regional office. Including:

- (1) Database Administration - use Raisers Edge (RE), or any replacement system, to assist with supporter engagement. Manage supporter information: input, maintain and amend data. Create and maintain accurate event records.
- (2) Finance and Accounting - ensure income is correctly batched, expenditure is accounted for, and the Charity's Gift Aid process has been correctly followed.
- (3) Equipment and materials – maintain and secure all Charity issued IT and telephony equipment. Maintain fundraising materials and stock levels.

d. Other:

- (1) Assemble, erect, and dismantle fundraising equipment, including gazebos and marketing stands.
- (2) Have flexibility for out of hours and weekend working. Occasional overnight stays away from home may be required; time off in lieu (TOIL) is available to be claimed.
- (3) Extensive travel throughout the North-West Region will be required, mileage allowance is available to be claimed.
- (4) Attendance at the Charity's Annual Conference, and other specified Charity events and activities.
- (5) Attend and pass the Institute of Fundraising's training deemed relevant for the role, during the first 18 months with the Charity.
- (6) Any other activity or task required by the Charity and as discussed and agreed with the RD.

2. Skills/Personal Attributes:

- a. Driving licence and access to own car is essential.
- b. Ability to be flexible with working patterns.
- c. Ability to use a wide range of IT applications is essential (training provided as necessary).
- d. Understanding of social media tools essential.

- e. Able to work on own initiative and as part of a team.
- f. Well-developed communication skills with strong interpersonal skills.
- g. Able to embrace and represent our Charity's values.
- h. Understanding of the North-West's political, administrative, public, and private organisations is desirable for this role.
- i. Experience of the Charity Sector, particularly events, is highly desirable.
- j. Previous experience of the Armed Forces would be beneficial.