BETHANY CHRISTIAN TRUST

JOB DESCRIPTION

Events and Engagement Fundraiser

**1** **JOB DETAILS**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Job Title** | | Events and Engagement Fundraiser | | | **Line Manager** | | Corporates and Community Team Lead | |
| **Grade Level** | 4 | | **Spine Pt Range** | 23 - 25 | | **FTE Salary Range** | | £29,476 - £31,247 |
| **Section/Unit** | | Fundraising | | | **Directorate** | | Income Generation & Development | |
| **Location** | | 65 Bonnington Road, Edinburgh, EH6 5JQ | | | | | | |
| **Hours** | | 37.5 | | | **FTE** | | 1 | |
| **OR** | | Required to be in sympathy with the mission, ethos and values of Bethany Christian Trust | | | | | | |

# 2 JOB PURPOSE

Our mission is to relieve the suffering and meet the long-term needs of people who are homeless and vulnerable in Scotland. To support us in this mission, our Corporates and Community Fundraising Team organise events and build relationships with churches and businesses to increase awareness of the charity’s work and raise vital funds. The team is public facing and sits within Bethany’s wider Fundraising Team, reaching out to people through talks, event participation and community groups. This role is perfect for someone who is both outgoing and organised.

As an experienced, proactive and creative events fundraiser, you will assist the Team Lead in corporate and community fundraising. This will involve coordinating a programme of national events which are in line with the strategic aims for raising funds, building brand awareness and increasing fundraising capacity through ambassadors and participants.

You will be part of a multi-disciplinary team and will support other areas of fundraising including churches, individual giving and marketing. Living our values, you will work with colleagues across the charity to encourage event participation so that, together, we can help in ending homelessness in Scotland one person at a time.

3 **MAIN RESPONSIBILITIES**  **Approx of time**

|  |  |
| --- | --- |
| **Responsibility** | **%** |
| * Event management: create and lead on planned event timelines, coordinate logistics and manage supporter experience. Report to stakeholders, including management and suppliers. Create comprehensive risk assessments for all planned activity. * Plan event marketing/social media campaigns with our Marketing Team * Ensure high quality and personalised follow up of participants, volunteers and suppliers and accurately record communication on our database, Raiser’s Edge NXT. * Facilitate post-event debriefs and provide written reviews and evaluations of events to highlight successes and future opportunities, and to ensure areas of weakness are strengthened, and challenges mitigated. * Liaise with the Volunteer Coordinator and Churches Fundraiser to recruit, motivate and empower local fundraisers and volunteers in the delivery of fundraising activities in their own communities. You will attend local events, community fundraisers and be comfortable with public speaking and talking about Bethany Christian Trust. * Participation in the Caring Christmas Trees’ team during October to January. Support the social enterprise to run, grow and increase engagement from customers with Bethany Christian Trust all year round. * Assist the wider Fundraising Team to achieve income targets and developmental needs. Build relationships and an understanding of our front-line services through working alongside our operations teams, attending their team meetings and engaging with projects where appropriate and agreed by frontline staff. | **35%**  **5%**  **5%**    **15%**    **10%**    **15%**    **5%**  **10%** |

**4** **PLANNING AND ORGANISING**

* The post holder is required to work to a high level of detail and to agreed timescales.
* The post holder must be able to communicate plans and objectives to others involved in the event.
* The post holder must have experience of project management, be proficient in conducting risk assessments and be adept at securing resources for minimal cost.
* The post holder must work with staff and volunteers who work across a broad range of geographic areas and in varied contexts.

**5**  **PROBLEM SOLVING**

* You will be required to manage your own workload and be proactive in seeking solutions to problems and managing conflicting priorities.
* You will be innovative in thought and action, able to attract high numbers of participants and maintain momentum for each event.
* You must evidence an ability to adapt, create and implement new solutions when an event is live and unplanned activity challenges the running order.

**6** **DECISION MAKING**

* Determine how to approach your own work within constraints agreed with the Team Lead.
* Make day-to-day decisions that ensure events achieve their pre-agreed goals, stay within budget and achieve revenue targets.
* Decision-making must be sensitive to a broad range of stakeholders and responsive to emerging information and relationships.

**7** **KEY RELATIONSHIPS**

* Within Income Generation, you will work closely, and in collaboration with all members of the Fundraising team.
* Throughout Bethany Christian Trust, you will communicate regularly with operations managers and senior management.
* Externally, you will relate to volunteers, supporters, church leaders and the general public. Additionally, you will be responsible for upholding Bethany’s reputation in your day-to-day work.

**8** **KNOWLEDGE, SKILLS AND EXPERIENCE NEEDED FOR THE JOB**

The essential qualifications and characteristics that will be required of the person undertaking the role are:

* Strong organisational and administrative capabilities.
* Demonstrable experience of event management.
* Attention to detail and excellent interpersonal skills.
* Ability to inspire and involve existing and potential volunteers and supporters.
* Excellent knowledge of Microsoft Office. Ideally prior experience of Raiser’s Edge or similar database.
* Strong public speaking skills.
* Sympathetic and supportive of the aims of Bethany Christian Trust as expressed in its mission and values statements.

# DIMENSIONS

* The post holder has no direct reports but is expected to coordinate and manage individuals and fundraisers who volunteer at events.
* You will be based at Head Office in Edinburgh and occasionally travel to locations across Scotland when planning and facilitating events.
* Events are often scheduled out of normal working hours therefore flexibility is required. Readjustments to working week hours will be offered to accommodate busy weeks, or time off in lieu is given for significant out of hours working.

**10** **JOB CONTEXT AND ANY OTHER RELEVANT INFORMATION**

This role involves organising events with Christian content. The post holder will therefore be expected to have:

* Knowledge of the Christian faith.
* A genuine sympathy for our Christian ethos.

**QUALITIES AND ATTITUDES**

* Customer focused with resilience and drive.
* Flexibility and openness to change.
* Credible and professional team worker.
* The post holder will be expected to promote a common understanding of what the organisation’s values mean, and critical to success - consistently model our values in all activities and relationships:
  + Culture **-** Our standard is LOVE
  + We SERVE others before ourselves
  + We VALUE each person

**11** **CREATION AND REVISION**

|  |  |
| --- | --- |
| **Created** | April 2024 |
| **For Review** | April 2026 |
| **Reviewed** |  |