

Events Fundraising Coordinator (Bespoke Events)

Job description

Together we are help and hope for everyone living with dementia



Who we are

Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

Together with our supporters, we're working towards a world where dementia no longer devastates lives.

Our values

Our values tell everyone who we are as an organisation.

Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us of what we all stand for.

Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



Trusted expert

We're listening, we're learning and we use experience and evidence.



Better together

We're open, we combine our strengths and we achieve more together.



Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

Events Fundraising Coordinator (Bespoke Events)

Position in the organisation

Reports to the Events Fundraising Manager (Bespoke Events).

Member of our Events Fundraising Team.

Part of our Income and Engagement directorate.

Purpose of this role

At Alzheimer's Society we are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people with dementia and their carers.

As Events Fundraising Coordinator, you will support the growth, development, and delivery of our Bespoke events portfolio. You will be involved in multiple aspects of Bespoke events team projects, recruiting supporters, stewardship planning, creation and evaluation and maximising fundraising opportunities for the Society. Working alongside the Bespoke Events Officer(s) and Bespoke Events Manager to meet both income and expenditure targets and contribute to the wider team's goals and strategy.

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A trusted expert who believes in working Better together and demonstrates true Compassion.

Key accountabilities and responsibilities

Finance and reporting

- Work closely with the Finance team to ensure income is coded correctly.
- Work closely with the database team to ensure supporter and financial data is processed, recorded and updated accurately.
- Work with the Events Fundraising Manager to plan, set and meet budgets in agreement with the Senior Events Fundraising Manager.
- Monitor participant numbers, as well as income and expenditure against budget agreed with the Events Fundraising Manager and Senior Events Fundraising Manager and produce reports as required.
- Create and maintain reports and analyse data to help support the planning and evaluation process for events.
- Monitor and control budgets throughout financial year and contribute to monthly financial reporting.
- Process and log invoices as necessary.

Marketing

- Work with Events Fundraising Manager and Events Marketing team to plan marketing for selected events.
- Write and supply engaging copy and assets as necessary and to agreed deadlines.
- Maintain and update internal and external web and social media pages relating to Bespoke events.

Planning

- Develop, implement and maintain processes and resources to ensure the effective running of the Bespoke Events team.
- Contribute to annual review, evaluation and planning processes for new and existing Bespoke events.
- Work with the Events Fundraising Manager to produce event day plans in order to deliver the best event experience for our fundraisers.

Stewardship and Supporter Care

- Provide on-going briefings, updating key documents and materials as required, for use by the Supporter Care team.
- Provide excellent supporter care and support for all potential and current supporters using various communication channels – including text, telephone, email, social media and post.
- Coordinate all supporter mailings – both electronic and hardcopy.
- Represent the Society at events and ensure that supporters, their families and volunteers enjoy an excellent experience.

Other tasks

- Work with and maintain good relationships with internal and external stakeholders.
- May manage smaller events, including leading on all aspects including logistics and paperwork.
- Maintain the fundraising database and meet agreed standards.
- Produce newsletters and fulfilment mailings to enquiries and participants.

We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Experience of working in events and an understanding of how events work in the charity sector.	A/I
Experience demonstrating good customer service skills.	A/I
Experience of completing administrative tasks associated with fundraising.	A/I
Knowledge of fundraising databases and data protection.	A/I
Knowledge of marketing and social media.	A/I
Experience of working with CRM systems or databases.	A/I
Experience of budgeting and financial management.	A/I
Experience of managing a process or project successfully, remaining organised while managing different deadlines or priorities.	A/I
Ability to build and maintain relationships with internal and external supporters at all levels.	A/I
Ability to build and maintain relationships with third party suppliers.	A/I
Ability to work methodically and maintain records accurately, including collating data and producing reports.	A/I

Competencies & personal attributes	Application (A) or interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	A/I
Be a self-starter and incredibly motivated.	A/I
Excellent organisational and timekeeping skills.	A/I
Excellent attention to detail.	A/I
Non-judgemental communication	A/I
Commitment to and understanding of equal opportunities	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	A/I

Our benefits



Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contribution rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers



Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications



Family & Dependants

- Enhanced family leave – 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning



Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave