

Events Fundraising Manager (Third Party & Organise Your Own 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 Manager (Third Party & OYO)

Position in the organisation

Reports to the Senior Events Fundraising Manager (Third Party & OYO)
Member of the Third Party and Organise Your Own Events Team
Part of the Events Team within the 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 The Events Fundraising Manager is a key managerial position within the Third Party & Organise Your Own (OYO) Events team, playing an integral role in delivering our ambitious fundraising targets. You will lead the strategic development and delivery of key areas of the Third Party & OYO Events programme, driving participant recruitment, enhancing supporter experience, and maximising income to exceed targets.

Managing four direct reports, you will inspire, develop and motivate your team to deliver national third-party sporting events, covering all aspects of marketing, stewardship, volunteer recruitment, and event delivery logistics. You will also create and deliver a long-term growth strategy and innovation plan for your portfolio, testing new ideas to continually strengthen the programme.

You will manage high-value relationships with key external event suppliers and organisers, securing the best possible packages and strategic partnerships to drive recruitment, awareness, and income. Internally, you will work closely with and lead multiple stakeholder groups, including the Participant Experience team to implement, test and evaluate enhancements to supporter experience, and the Events Marketing team to trial new channels that grow registrations and income.

This role demands a strategic and creative thinker with exceptional project management, leadership, account management, and influencing skills, as well as a proven track record of delivering change and achieving ambitious targets.

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

Budgets and Financial Management

- Responsible for managing large complex budgets, ensuring activities are delivered to target, performance is effectively tracked, and risks and opportunities are mitigated or maximised.
- Responsible for leading your line reports to meet and exceed income and expenditure targets as agreed with the Senior Events Manager and Head of Events.
- Work collaboratively to contribute to the overall Income and Engagement directorate targets.

Line Management

- Responsible for the day-to-day line management of four team members.
- Provide support, development, inspiration, challenge, direction, and recognition to your reports.
- Manage performance or behaviours (both great and poor) and empower the team to live our values.

Relationship Management

- Manage key external relationships with third-party suppliers, regularly evaluating their service and feeding back when necessary.
- Work alongside the Events Marketing and Events Participant Experience teams to ensure all marketing and stewardship campaigns are properly integrated, informed, planned and evaluated.
- Managing project groups with key internal teams ensuring necessary stakeholders are involved in decision making for your area of work.
- Support the Senior Events Manager to help develop and deliver the Events Team strategy.
- Work across departments to improve and develop processes, systems and relationships which enable the effective day to day management of Third Party & OYO Events and the long-term strategic goals of the Events Team.

Project Management

- Directly responsible for the planning, development and management of complex strategic projects.
- To develop processes and regular reporting of performance against agreed KPIs.
- Incorporate robust test matrixes into the delivery of all activities and ensure learning inform future decision making.
- Collaborate internally across the Society, utilising other teams' skills, in particular Supporter Care, Brand and Creative Services, Corporate, Media, Digital and Regional Engagement teams.
- Work with the Senior Events Manager as part of the business planning process to recommend investment and the approach to the year ahead.
- Keep abreast of the events market, trends and best practises and drive innovation within the team to ensure delivery of market leading events portfolio.

Event Delivery

- Work out of normal office hours as required by the events programme, including weekend work during event season. Hours worked outside of normal office hours will be compensated via the Events team TOIL policy.
- Responsible for ensuring all third-party events delivery meets our high standards, ensuring the best possible supporter experience on the day.

Other tasks

- Benchmark against external competitors in both the charity and private sector, keeping abreast of current and emerging practices and techniques.
- Undertake any other duties or projects commensurate with the nature and grade of this post as required.
- Directly responsible for the planning, development, and management of complex strategic projects.
- To lead innovation around event management, recruitment, and delivery, sharing best practice.

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)
Extensive experience of fundraising, ideally in events fundraising.	A/I
Experience of organising and delivering large scale events.	A/I
Experience of leading, managing, and motivating a remotely based team and volunteers.	A/I
Ability to influence and inform across an organisation and/or directorate.	A/I
Strong experience of budget and financial management.	A/I
Proven track record of exceeding targets.	A/I
Excellent organisational and project management skills.	A/I
Excellent delegation, negotiation and influencing skills.	A/I
Ability to make sound and rational decisions under pressure.	A/I
Experience of creating and cultivating lasting, mutually beneficial relationships with external suppliers and where necessary holding them to account.	A/I
Experience of managing multiple complex strategic projects and deadlines.	A/I
Ability to use initiative, prioritise and demonstrate problem-solving approach.	A/I
Ability to demonstrate sound judgement based and make recommendations based on knowledge and insight.	A/I
Ability to build relationships and deal with internal and external supporters at all levels.	A/I
Leads by example, influencing and inspiring confidence in others.	A/I

Encourages positivity and taking an optimistic approach.	A/I
Knowledge of MS Office (Word, Excel, PowerPoint, Outlook).	A/I
Able to show empathy for people with dementia and their carers.	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