

## JOB DESCRIPTION

JOB DETAILS	
Job Title	Events Fundraiser
Reports to	Head of Income Generation
Band	Band 5
Department/Directorate	FORCE Cancer Charity – Fundraising Team

JOB PURPOSE
<p>The Events Fundraiser is responsible for planning, delivering and developing FORCE Cancer Charity's programme of fundraising events. The role ensures the effective management, growth and long-term sustainability of both existing events and new opportunities that strengthen the charity's income.</p> <p>The post holder will build and maintain strong relationships with supporters, volunteers, and event partners, creating meaningful engagement that encourages long-term involvement and maximises fundraising potential. They will gather and use supporter feedback to continually improve the event experience and overall programme.</p> <p>The role oversees all aspects of in-house event planning and delivery, including budgeting, logistics, marketing, participant recruitment, volunteer co-ordination and post-event evaluation. You will help manage FORCE's involvement in third party organised fundraising events, promoting engagement and identifying opportunities to strengthen supporter participation.</p>

### KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES

- Plan, deliver and evaluate a portfolio of fundraising events to generate income for FORCE, incorporating budgeting, logistics, participant recruitment and event specific risk assessments
- Liaise effectively with a range of organisations and companies involved in event delivery, including suppliers, vendors, first-aid providers, police, local authorities and venue staff
- Co-ordinate and support event volunteers, acting as a key point of contact before, during and after events to ensure effective communication and delivery
- Work collaboratively with colleagues and external suppliers to develop and deliver marketing materials and communication plans that drive participation, engagement and income
- Provide effective operational and administrative support for fundraising activity, including updating supporter records, preparing event materials and attending events to support delivery and thank supporters
- Build and maintain strong relationships with supporters and volunteers, delivering high-quality stewardship that encourages long-term engagement and maximises fundraising potential
- Communicate effectively via telephone, email, in person and digital channels, ensuring messages are timely, accurate and appropriately tailored to different audiences
- Gather and use supporter stories, feedback and event evaluation data to improve future events, inspire participation and demonstrate the impact of FORCE's work
- Maintain accurate and up-to-date supporter and event records in line with data protection and organisational requirements
- Manage and maintain efficient administrative systems, prioritising and co-ordinating multiple tasks and deadlines simultaneously
- Maintain and update event information across relevant systems and platforms, including the FORCE website and database, to support effective event promotion and delivery
- Undertake additional duties as required, including occasional evening or weekend work to support events (with time off in lieu provided)

KEY WORKING RELATIONSHIPS
Areas of Responsibility: FORCE Cancer Charity's Fundraising Team and at events.

No. of Staff reporting to this role: N/A

The post holder is required to deal effectively with staff of all levels, volunteers, supporters, members of the public throughout the charity as and when they encounter on a day to day basis

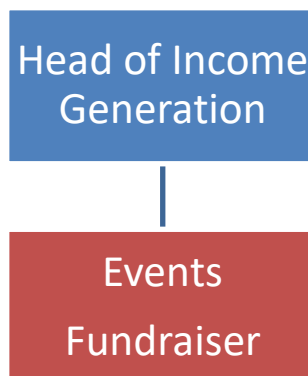
In addition, the post holder will deal with the wider community in which FORCE operates, external organisations and the public.

This will include verbal, written and electronic media.

Of particular importance are working relationships with:

Internal to the Trust	External to the Trust
Fundraising team Finance Team FORCE Volunteers Other FORCE Support Centre staff	FORCE events participants, supporters, donors, bodies involved in FORCE events such as police, St John Ambulance, local authorities, suppliers, vendors, sponsors

## ORGANISATIONAL CHART



## FREEDOM TO ACT

- Work independently to plan and deliver events and fundraising activities
- Represent FORCE at events and meetings without direct supervision
- Make decisions within defined fundraising guidelines and escalate high-risk issues
- Work with autonomy, with work and priorities managed rather than supervised

## COMMUNICATION/RELATIONSHIP SKILLS

- Deliver clear, structured briefings to event participants, volunteers and external stakeholders (including police, local authorities, first aid providers and venue staff), adapting communication style and content for audiences ranging from small to large groups of 1000+ people at fundraising events such as the Nello cycle ride and Classics Galore concert
- Provide complex, detailed, event-specific information including routes, risk considerations, health and safety requirements, cash handling procedures and role-specific responsibilities, ensuring understanding and compliance
- Communicate complex and potentially sensitive information where there may be barriers to understanding, requiring tact, clarity and reassurance
- Communicate sensitive or personal information with empathy and professionalism when engaging with individuals affected by cancer or other challenging circumstances

- Develop and maintain regular, tailored communication with supporters, providing motivational messages and specialist fundraising guidance to support them in achieving their fundraising goals
- Build, maintain and influence effective working relationships with volunteers, event participants, colleagues, community groups, local businesses and external organisations
- Encourage co-operation and sustained engagement from volunteers and stakeholders, using persuasive and motivational communication to support fundraising objectives
- Negotiate and secure practical support from community partners, event hosts and sponsors within agreed parameters

#### **ANALYTICAL/JUDGEMENTAL SKILLS**

- Analyse a range of information relating to new potential fundraising events to assess suitability, feasibility and potential impact, including participant numbers, income potential, costs, resources and delivery risks
- Evaluate risks associated with FORCE fundraising events e.g. health and safety, financial, reputational, implementing agreed mitigation measures and escalating concerns appropriately
- Analyse supporter, participant and event performance data and feedback to identify trends, issues and learning that inform operational decision-making and improve future events
- Apply judgement to prioritise events activity in line with agreed objectives, targets, timescales and available resources
- Monitor and review event fundraising performance, identifying where activities are not meeting agreed objectives and taking corrective action within agreed parameters or recommending improvements

#### **PLANNING/ORGANISATIONAL SKILLS**

- Co-ordinate a programme of fundraising events with competing priorities and deadlines, ensuring appropriate risk assessments are completed, reviewed and updated as part of event planning
- Develop detailed project plans and budgets for the events, some of which may be complex such as the Nello cycle ride and Classics Galore concert, involve +1000 participants, +200 volunteers, take place across multiple sites and involve multiple stakeholders
- Plan and co-ordinate often complex logistics, including venues, materials, volunteers, and supporter communications
- Monitor progress against plans, adjusting activity in response to changing circumstances and priorities
- Manage own diary and workload, balancing multiple projects simultaneously

#### **PATIENT/CLIENT CARE**

- Provide compassionate, non-clinical support to individuals affected by cancer
- Handle sensitive conversations with empathy and professionalism
- Signpost supporters to FORCE services when appropriate

#### **POLICY/SERVICE DEVELOPMENT**

- Implement FORCE policies, fundraising regulations, and data protection requirements
- Ensure risk assessments are carried out where necessary and recommendations adhered to
- Keep up-to-date with legislation affecting events i.e. food hygiene and Martyn's Law and ensure FORCE events adhere to relevant legislation
- Use feedback and data to make continuous improvements to FORCE events
- Develop a portfolio of events in line with the income generation strategy

#### **FINANCIAL/PHYSICAL RESOURCES**

- Manage event income and expenditure budgets
- Handle cash, card donations, and merchandise sales responsibly
- Maintain stock of fundraising materials and ensure appropriate use
- Authorise small expenses such as travel or event supplies

#### **HUMAN RESOURCES**

- Recruit, support, and co-ordinate volunteers for FORCE events
- On a regular basis, provide practical training and briefings to volunteers on aspects relevant to their role at events such as health and safety, manual handling, handling of donations, safeguarding and FORCE procedures

- Communicate regularly and provide advice and briefings to relevant bodies involved in FORCE events such as the police, local authorities, vendors and suppliers about plans, risks, migration measures etc
- On a regular basis, provide information and advice on raising funds safely and legally to events participants
- Demonstrate fundraising processes and systems to new team members or helpers

#### **INFORMATION RESOURCES**

- Input accurate supporter and event records using the CRM system
- Regular requirement to produce statistical and performance reports using basic-intermediate formulae using Excel to report on income and expenditure and other metrics such as fundraising activity and supporter engagement
- Use a range of IT applications to create reports
- Ensure data integrity and compliance with GDPR and FORCE policies

#### **RESEARCH AND DEVELOPMENT**

- Regularly undertake R&D activity to identify new events or to improve existing activity
- Collect feedback from supporters on events to support continuous improvement
- Contribute to surveys, evaluations, and audits related to fundraising activity

#### **PHYSICAL SKILLS**

- Use standard and advanced IT skills for CRM management, reporting, and presentations
- The role involves regular travel across Devon to attend community events, meetings, and presentations

#### **PHYSICAL EFFORT**

- Regular movement around buildings, event venues, and community locations
- Carrying and transporting fundraising materials, such as merchandise, banners, display boards, collection tins and literature (usually light to moderate weight)
- Setting up and taking down event materials, including tables, pop-up stands, signage, gazebos or displays, which may involve bending, stretching, and working in awkward positions
- Loading and unloading items from vehicles for events, meetings, or community visits
- Standing or walking for extended periods at events, stalls, presentations or volunteer activities
- Occasional moderate physical effort, for example when moving boxes of promotional materials, stock or fundraising equipment
- Using manual handling techniques safely, in line with NHS policy, and seeking assistance when tasks require two people
- Routine office-based work involving sitting and computer use

#### **MENTAL EFFORT**

- Frequent concentration required for planning, reporting, supporter communication, and event coordination
- Work pattern is generally predictable but includes peaks around events

#### **EMOTIONAL EFFORT**

- Regular contact with people affected by cancer, requiring sensitivity and emotional resilience
- Occasional exposure to distressing or emotional circumstances

#### **WORKING CONDITIONS**

- Office based with prolonged VDU use
- Outdoor work at events in varying weather conditions
- Regular travel across Devon (mostly around Exeter)

#### **OTHER RESPONSIBILITIES**

This is a wide-ranging, busy role in a fast-paced environment. You will work both individually and as part of a team. There will be a requirement to work irregular hours as well as some local travel.

Take part in regular performance appraisal.

Undertake any training required in order to maintain competency including mandatory training, e.g. Manual Handling

## Contribute to and work within a safe working environment

You are expected to comply with Trust Infection Control Policies and conduct him/herself at all times in such a manner as to minimise the risk of healthcare associated infection

As an employee of the Trust, it is a contractual duty that you abide by any relevant code of professional conduct and/or practice applicable to you. A breach of this requirement may result in action being taken against you (in accordance with the Trust's disciplinary policy) up to and including dismissal.

You must also take responsibility for your workplace health and wellbeing:

- When required, gain support from Occupational Health, Human Resources or other sources.
- Familiarise yourself with the health and wellbeing support available from policies and/or Occupational Health.
- Follow the Trust's health and wellbeing vision of healthy body, healthy mind, healthy you.
- Undertake a Display Screen Equipment assessment (DSE) if appropriate to role.

## GENERAL

This is a description of the job as it is now. We periodically examine employees' job descriptions and update them to ensure that they reflect the job as it is then being performed, or to incorporate any changes being proposed. This procedure is conducted by the manager in consultation with the jobholder. You will, therefore, be expected to participate fully in such discussions. We aim to reach agreement on reasonable changes, but if agreement is not possible, we reserve the right to insist on changes to your job description after consultation with you.

Everyone within the Trust has a responsibility for, and is committed to, safeguarding and promoting the welfare of vulnerable adults, children and young people and for ensuring that they are protected from harm, ensuring that the Trusts Child Protection and Safeguarding Adult policies and procedures are promoted and adhered to by all members of staff.

At the Royal Devon, we are committed to reducing our carbon emissions and minimising the impact of healthcare on the environment, as outlined in our Green Plan available on our website. We actively promote sustainable practices and encourage colleagues to explore and implement greener ways of working within their roles.

# PERSON SPECIFICATION

<b>Job Title</b>	Events Fundraiser
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Requirements	Essential	Desirable
<p><b>QUALIFICATION/ SPECIAL TRAINING</b></p> <p>Educated to degree level (or equivalent) or equivalent relevant experience.            Five GCSEs (or equivalent) at Grade 5 or above.            Fundraising or other relevant qualification.            Project management training (e.g., PRINCE2, APM).</p>	E E	D D
<p><b>KNOWLEDGE/SKILLS</b></p> <p>Excellent communication and presentation skills both verbal and written.            Methodical worker with excellent organisational skills and keen eye for detail.            Excellent project management skills, with the ability to manage many different events simultaneously and manage priorities accordingly.            Good problem solving, influencing and negotiating skills.            Effectively establish and report against KPIs, which measure success, impact and effectiveness.            Ability to provide excellent customer care.            Knowledge of CRM databases and competent in using Microsoft Office packages including Word, Excel, PowerPoint and Outlook and packages such as Mailchimp, Canva.            Good administration skills.            Knowledge of policy and procedures affecting events i.e. Martyn's Law and Food Hygiene.            Experience of event health &amp; safety regulations, such as licenses and risk assessments.            Knowledge of fundraising regulations and data protection.</p>	E E  E E  E E  E	D       D D D
<p><b>EXPERIENCE</b></p> <p>Proven track record of managing events from initial concept, implementation and review including recruitment of attendees/participants.            Experience of managing income and expenditure budgets.            Experience of developing PR and marketing plans for events.            Experience of project management including planning and delivering projects within budgets and on time to meet departmental, team and personal objectives and KPIs.            Ability to use a range of communication channels to build relationships including face to face and social media.            A proven track record of delivering an excellent customer/supporter stewardship experience.            Experience of managing multiple projects and budgets.            Experience of working with volunteers.            Experience of using a CRM database.</p>	E E E E E E E	D       D D
<p><b>PERSONAL ATTRIBUTES</b></p> <p>Warm, empathetic, and supporter focused.            Positive, enthusiastic, and resilient.            Ability to work independently and collaboratively as part of a small team.            Flexible approach, including willingness to work occasional evenings/weekends for events.            Commitment to FORCE's values and mission to support people affected by cancer.</p>	E E E E E	

<p><b>OTHER REQUIREMENTS</b></p> <p>The post holder must demonstrate a positive commitment to uphold diversity and equality policies approved by the Trust.</p> <p>Ability to travel to other locations as required.</p> <p>As this role requires travel to occasionally rural locations with poor public transport links, a full UK driving license is required.</p> <p>Confidence to drive both small and large vans.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p>	
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		FREQUENCY			
		(Rare/ Occasional/ Moderate/ Frequent)			
WORKING CONDITIONS/HAZARDS		R	O	M	F
<b>Hazards/ Risks requiring Immunisation Screening</b>					
Laboratory specimens	N				
Contact with patients	Y		O		
Exposure Prone Procedures	N				
Blood/body fluids	N				
Laboratory specimens	N				
<b>Hazard/Risks requiring Respiratory Health Surveillance</b>					
Solvents (e.g. toluene, xylene, white spirit, acetone, formaldehyde and ethyl acetate)	N				
Respiratory sensitisers (e.g isocyanates)	N				
Chlorine based cleaning solutions (e.g. Chlorclean, Actichlor, Tristel)	N				
Animals	N				
Cytotoxic drugs	N				
<b>Risks requiring Other Health Surveillance</b>					
Radiation (>6mSv)	N				
Laser (Class 3R, 3B, 4)	N				
Dusty environment (>4mg/m3)	N				
Noise (over 80dBA)	N				
Hand held vibration tools (=>2.5 m/s2)	N				
<b>Other General Hazards/ Risks</b>					
VDU use (> 1 hour daily)	Y				F
Heavy manual handling (>10kg)	Y		O		
Driving	Y		O		
Food handling	Y		O		
Night working	N				
Electrical work	N				
Physical Effort	Y		O		
Mental Effort	Y			M	
Emotional Effort	Y		O		
Working in isolation	N				
Challenging behaviour	N				