

Fundraising Events Manager

Purpose of the team

At Teach First we are working to make education fairer for all. The Fundraising Department is responsible for raising in excess of £7m annually to fund Teach First's activity. The Fundraising Events Team generates just under £500k of income for our work, developing and delivering a rich events portfolio including flagship national events, a range of challenge events and supporting individuals to run their own events whilst fundraising for us.

This job is perfect for someone who loves the creativity and the project management that high-profile events require. You will be passionate about delivering memorable events that are high on engagement and energy. You will be keen to develop or will have expertise of growing income from an event's portfolio and have new ideas to bring to Teach First. Working with senior stakeholders (members of the Executive Team and Board) you will manage key relationships and will lead on the planning, marketing and delivery of the events portfolio.

Purpose of the role

The Fundraising Events Manager will be directly responsible for the successful delivery of:

- Our mass participation event Run the River, now in its 7th year, with 3300 participants, raising over £170k. A well known and well loved event we are keen to maximise the income potential of Run the River.
- Our annual Gala Dinner held in a prestigious London venue with 250 high profile guests consisting mostly of our corporate partners, major donors and top prospects.
- Working with the Deputy Director of Fundraising to establish the strategy for events that will lead us to grow our income over the next 3 years.

You will lead the wider Fundraising Events Team (of 2) to design new events and deliver:

- Our challenge events including RideLondon, Royal Parks Half Marathon, Great North Run, Brighton Marathon and Asics 10k. As well as supporting own place runners and individuals taking on bespoke challenges to fundraise for Teach First.
- Patron events involving our Patron, HRH the Prince of Wales and cultivation events that support the Fundraising Department and wider organisation as needed.

At this level you will:

- Own an events portfolio that raises £460k growing it to £500k in the next 2 years.
- Report to the Deputy Director of Fundraising
- Develop and lead the strategy for the Fundraising Events Team
- Manage the Fundraising Events Officer and Fundraising Events Administrator
- Manage the budgets for the Fundraising Events Team
- Deliver high value activity including Gala Dinner, Run the River and events with HRH The Prince of Wales
- Work closely with senior stakeholders and their networks

Your responsibilities will include:

- Plan and deliver Teach First's flagship fundraising and cultivation events including the annual Gala Dinner, the mass participation event, Run the River, and events with HRH The Prince of Wales
- Create and lead strategy for Fundraising Events Team based on evaluation and analysis of past events
- Lead and manage the Fundraising Events Team, including Fundraising Events Officer and Fundraising Events Administrator
- Support Fundraising Events Officer to deliver Teach First's challenge and cultivation events portfolio

- Oversee excellent stewardship of all event participants and guests
- Ensure processes and procedures are in place for event activities, including fundraising codes, GDPR regulations, risk assessments, health and safety and emergency procedures
- Develop, deliver and manage income and expenditure budgets and reporting

The critical responsibilities of this role are described above. They may be subject to reasonable changes from time to time in line with business need. As part of the role you may be required to travel to other UK locations from time to time. You will also be required to attend away days/retreats and the annual “Offsite” event which is mandatory for all employees.

Person Specification

Essential skills and experience:

- Experience of leading an events team delivering large and small scale events
- Demonstrable experience of delivering and increasing income from events
- Excellent project management skills, with the ability to manage multiple projects and deadlines, including cross-departmental, in a fast-paced and demanding environment
- Demonstrable skills and effectiveness in building appropriate relationships with key internal stakeholders, external suppliers and donors
- Excellent interpersonal skills, particularly the ability to communicate, negotiate and influence internal colleagues and external stakeholders
- Experience of setting, monitoring and managing income and expenditure budgets
- Demonstrable skills in delivery and knowledge of supporter engagement/stewardship processes required for fundraising events

Desirable skills and experience:

- Experience of working with Salesforce, Virgin Money Giving, JustGiving and Eventbrite or similar
- Knowledge of best practice with regards to fundraising events

You may be expected to travel and work occasional evenings and weekends to support the team. Time off in lieu can be recouped where appropriate.

All our employees are expected to model [our values](#) and help others to do so.