



**START
SOMETHING**

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Event Development Manager	PAY BAND:
FUNCTION:	Fundraising & Marketing	Support Delivering Specialist/Managerial Technical Lead/Function Head Senior Leadership Team
THE TEAM:	The Brand & Marketing team delivers the Brand & Marketing activity across The Prince's Trust and the Individual Giving, Legacy and Events income streams.	

WHERE YOU WILL FIT

CEO	Director of Fundraising	of	Director of Brand & Marketing	Senior Head of Individual Support	Event Development Manager
-----	-------------------------	----	-------------------------------	-----------------------------------	----------------------------------

HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

This role will play a leading role in the development and innovation of Prince's Trust events across the UK, for fundraising and engagement & stewardship events, focusing on creativity and innovation in new concepts and continual improvement. Supporting the growth of unrestricted and sustainable income generating activity, to fund our work.

WHAT WILL YOU DO?

-  Play a leading role in the development of the organisation-wide events strategy in collaboration with Heads and Senior Heads across Brand & Marketing and the wide Fundraising team.
-  To focus on innovation, strengthening the research and testing of new event concepts to ensure we are creating market-leading event propositions.
-  To lead the development and delivery of new fundraising events in accordance with the event strategy, contributing to the delivery of a £1m+ budget.
-  To plan and project manage a portfolio of events running all aspects of delivery, with support from the broader team, managing and reporting risk and opportunity.
-  Target acquisition of new supporters to attend Events and plan stewardship activity to secure commitment to long-term support.
-  To ensure that detailed and accurate budgets are prepared and that project plans are in place for all events.
-  To ensure that appropriate risk assessments are carried out and that events are in accordance with ethical, legal, insurance and Fundraising Code of Practice requirements.
-  To manage high value 3rd party event relationships where The Trust is a beneficiary, in accordance with legal and contract requirements.
-  To build excellent internal and external relationships – proactively seeking relationships that will benefit The Trust
-  To identify and stay abreast of key market trends and new opportunities in the Events arena, and champion their uptake within the organisation.

THE SKILLS YOU'LL BRING



START SOMETHING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Excellent project management and planning skills. Making effective, data driven decisions.	You will lead on complex and fast paced projects.
Excellent knowledge and understanding of event fundraising and event management	You will manage and deliver fundraising and stewardship events.
Evidenced ability to build strong, authentic relationships with donors, staff, and volunteers	Your role requires effective partnership working and shared objectives with internal and external stakeholders.
Good communication, negotiation and influencing skills including diplomacy and persuasiveness	To engage and motivate internal and external stakeholders.
Experience	Why do we need this?
Experience of working in a complex organisation and running multiple projects that span disciplines and reporting lines	You'll manage multiple complex projects with different teams and stakeholders
Ability to prioritise and manage a varied workload in a highly pressurised environment	You will manage your own workload, prioritise activities for themselves and project members.
Experience of delivering success within a target driven environment	You will need to deliver results to agreed targets and meet performance goals.
Experience of working with senior level volunteers and stakeholders	You will liaise with senior volunteers and internal and external stakeholders.
Experience of using Microsoft packages and CRM databases (preferably Raiser's Edge), accurately and with good attention to detail	You will need to use Microsoft packages and a CRM daily and accurately.
Demonstrable experience of delivering a wide range of mass and special events to exceptionally high standards within a charity or commercial organisation events department	You will deliver a mixed portfolio of mass and special fundraising events for The Trust.
Demonstrable experience of generating and growing income through both mass and special events	You are responsible for delivering critical income growth for The Trust.

WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Demonstrable experience in marketing events through both online and offline mediums including social media.	You will be responsible for marketing events via a variety of channels including social media.
Skills & Knowledge	Why do we need this?
An excellent understanding of donor stewardship and care	You will create stewardship plans for their projects and deliver excellent customer service.
Able to work on own initiative to find creative solutions to problems	You will need to both work with self-autonomy and work effectively to find solutions.
Strong understanding of the key drivers for event participation within the wider economic context	You will need to motivate and drive participation in the Trust's events and identify factors that may influence this participation.

WHAT DO WE EXPECT FROM YOU?



START SOMETHING

OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.

 Inspiring We lead by example	 Approachable We are open minded and value diversity	 Empowering We enable positive change	 Non-Judgemental We focus on the potential, not the past	 Passionate We are absolutely committed to supporting young people
---	--	---	--	--

Here at The Prince's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by PT CAN (our Cultural Awareness Network), PT GEN (Gender Equality Network), PT DAWN (Disability & Wellbeing Network) and Pulse (LGBT Network). For more information, [click here](#).

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works in at a specialist/managerial level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
You inspire others through passion for what we do You keep young people and our end goal in mind You build trust in others through reliability and holding self-accountable for success Resilient in the face of challenges, not taking constructive criticism personally You're authentic and bring unique talents to work, encouraging others to do the same You role model integrity and act according to our Values	You champion change initiatives and help others see the benefits and opportunities You take an entrepreneurial approach to improving how we do things You seek opportunities to enhance own development and build expertise You role model a positive and constructive approach to giving & receiving feedback You support others in adapting to change	You're approachable, clear and assertive You cascade important and relevant information to others clearly and swiftly You treat people as individuals, tailoring communication and influencing style accordingly You communicate difficult messages and challenge others' thinking effectively You listen to and empathise with others to understand the root of situations before responding	You role model effective and mutually supportive teamwork with colleagues You manage the expectations of others, gaining buy-in where required You share knowledge and information You build and invest in relationships across The Trust You use awareness of how your own team fits within the wider organisation to find solutions	You translate The Trust's long-term vision and strategy into actionable plans & targets You take responsibility for making and implementing logical, data-based decisions You're flexible and responsive as priorities and requirements change You seek solutions and solve problems, empowering others to do the same

THE WELFARE OF OUR YOUNG PEOPLE

The Prince's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment we undertake basic disclosure checks in accordance with the Codes of Practice for all roles within the Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.