

## Job Description

<b>Job title:</b>	Special Events Officer
<b>Location:</b>	Head Office, 32 Ufford Street, London, SE1 8QD (min 2 days per week)
<b>Department:</b>	Development
<b>Team:</b>	High Value Engagement
<b>Reporting to:</b>	Special Events Manager
<b>Background:</b>	The High Value Engagement team is part of a successful Fundraising team that includes a Community and Challenge Events team, Trusts team, Individual Giving team, and Supporter Services Team.
<b>Main purpose:</b>	To provide key support so the team achieves agreed fundraising targets and objectives through the delivery of a series of high-quality events and major donor fundraising:

- Lead on key elements of Special Event tasks including sourcing prizes, marketing, liaising with suppliers and thanking supporters.
- Lead on the end-to-end delivery of two annual Special Events in the portfolio including the Clay Pigeon Shoot
- To manage guest lists and guest liaison for all Special Events including recording contact details and dietary requirements.

### Key areas of responsibility:

#### Special Events

- To lead on all aspects of the planning and implementation of two key special events, including charring committee meetings and working with them to cultivate attendance sourcing sponsorship, liaising with the venue, organising logistics, managing the expenditure budget & achieving income targets, and all other aspects of event delivery and marketing.
- Work directly with the Digital Marketing Manager to design and administer a new system for thanking event participants to promote long-term support and streamlined stewardship journey
- Provide support to all Special Event committee meetings through attendance and ensuring timely actions are followed up.

- Plan and produce social media for all special events with the support of the digital team and take the lead on special events social media presence.
- Management of Special Event prizes, stock and inventory at Head Office
- Contribute to the ideas and plans for growing the Special Event portfolio with new events that will attract new and existing audiences to want to support Muscular Dystrophy UK.
- To support the wider High Value Engagement team with stewardship events which includes our Vice Presidents Lunch at the House of Lords
- Take ownership of Celebrity engagement for the Celebrity Sports Quiz to include liaison with celebrity agents, organising logistics and being the main contact for high profile supporters on the night.
- To lead on the recruitment, stewardship and briefing of all special event volunteers at every event.

#### General

- To ensure that up-to-date computerised and manual records are kept, relating to existing and potential event participants with responsibility of monitoring income totals and thanking.
- To handle enquiries that come through the fundraising hotline and events team inbox, from taking donations to answering queries from supporters
- To handle any other duties as defined by the High Value Engagement team.
- Ability to work evenings or weekends to support the team needs at events, and support MDUK's participants and guests.

#### **Initiative:**

- ☐ Initiative in maintaining good relationships with other staff within the charity to assist in joint working, strengthen communication, solve problems and to ensure that the charity's objectives are met.
- ☐ Initiative in maintaining a high level of sensitivity and tact when liaising directly with people affected by muscular dystrophy.

#### **Values and Behaviours:**

- ☐ Commitment to excellent customer service.
- ☐ Professional approach to all matters.
- ☐ Positive attitude and manners that reflect the charity's values.
- ☐ Contribute to the development of the charity and the fundraising team.
- ☐ Commitment to equal opportunities

<b>1 Experience</b>	
Two years' experience in events organising either in the voluntary or corporate / commercial sector	Essential
Working with and managing volunteer committees	Essential
Experience of using a database (preferably Microsoft Dynamics)	Desirable
Experience of creating an auction website (preferably Emma Live)	Desirable
Experience of producing promotional materials/writing applications	Desirable
<b>2 Skills</b>	
Developed writing skills for correspondence with an external audience	Essential
Strong communication skills to deal effectively in person and by telephone with a wide range of people in a friendly but professional manner	Essential
Attention to detail; high degree of accuracy	Essential
Self-motivated with a systematic, consistent and methodical approach to work	Essential
Ability to prepare monthly work plans/reports which meet measurable targets	Desirable
Competence in using Microsoft Word and Excel	Essential
Numeracy	Desirable
Ability to prioritise tasks and work flexibly to meet deadlines	Essential
Some experience of leadership in voluntary or commercial capacity	Essential
Provide administrative support.	Essential
<b>3 Personal Qualities</b>	
Enthusiastic, highly motivated and a positive attitude	Essential
Creative – good lateral thinker	Essential
Tact, diplomacy and an ability to maintain confidentiality	Essential
Strong interpersonal skills	Essential
Ability to work cross-functionally	Essential
Positive and flexible attitude to work	Essential
Highly organised and efficient	Essential
<b>4 Details</b>	
Hours: 35 per week	
Flexible approach to working hours and willingness to work outside normal office hours when necessary	
Time off in lieu will be provided	