

# Role Description



**JOB TITLE: Senior Philanthropy and Special Events Fundraiser**

**REPORTS TO: Philanthropy Manager**

## **PURPOSE OF ROLE**

To assist with the organisation and delivery of an innovative and impactful special events calendar, with an ambition to grow income and engagement from new and existing supporters.

To support and develop the philanthropy programme via a robust supporter journey ensuring excellent and tailored stewardship.

## **KEY RESPONSIBILITIES**

### **Philanthropy**

- Work with the Philanthropy Manager on planning and implementing the team strategy
- Work with the wider fundraising team, referring to the relevant teams where necessary to ensure every relationship is maximised for the benefit of the supporter and Demelza
- Take an active role in the development of the Philanthropy portfolio, contributing with bold, fresh and innovative ideas
- Develop compelling proposals and impact reports
- Work with the Philanthropy Manager to build a robust Philanthropy pipeline, identifying where there may be deficits in income and take steps to reduce that deficit
- Liaise with the Finance team to raise invoices and pro-actively track progress, ensuring accurate coding
- Represent Demelza at meetings by echoing the messages and narrative.
- Respond to the requirements and requests of supporters, taking a personalised approach tailored to their needs
- Meet and engage with all prospects in your portfolio regularly, documenting all stewardship interactions on the CRM database (Raiser's Edge)
- Maintain and update the CRM database (Raiser's Edge) to ensure it correctly reflects the Philanthropy portfolio

### **Special Events**

- Work on a portfolio of committee-led and other special events, ensuring timely progress and successful implementation of the event, maximising income
- Maintain detailed and transparent master documents and communications for all Special Events to track progress, planning, execution and post-event analysis
- Be responsible for Golf Days; organisation, execution, auction, stewardship pre and post event and Raiser's Edge recording
- Liaise with the Finance team to raise invoices and pro-actively track progress, ensuring accurate coding

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- Work with venues and suppliers to create high-quality special events, leading on implementing the logistical details, including catering, venue hire etc.
- Work with the Philanthropy Manager and DD of fundraising and Communications to monitor the special events budget including both income and expenditure
- Work with the wider team to secure gifts in kind for auctions and raffles
- Manage the recruitment of any volunteers or additional fundraising staff to help support the delivery of the event on the day
- Work alongside our External Communications Manager on the recruitment of any celebrities or ambassadors to attend
- Ensure full briefing documents and plans are in place for key staff representing Demelza at the special event, where required writing and preparing CEO/Senior Leadership Team (SLT) activity
- Work with the Marketing and Communication team on the production of high-quality promotional materials, ensuring the marketing and materials
- Update CRM database (Raiser's Edge) with supporters, suppliers and event details
- Manage guest pre and post event communications in a timely manner
- Work with the Philanthropy Manager to create, update and maintain pages on external fundraising platforms (currently Emma Live) for special events
- Research, review and evaluate other charity events as well as our own to provide crucial insights and for continued event development
- Ensure each Special Event has a full, signed off risk assessment in place

## **General**

- Maintain confidentiality in all areas of work at Demelza
- Ensure that your conduct within and outside Demelza does not conflict with professional expectations
- Actively support and promote Demelza and all its policies
- Ensure an awareness and observation of Fire and Health and Safety Regulations
- Ensure the respect, dignity and rights to privacy of children, young people and their families as far as possible

## **PERSON SPECIFICATION**

### **Essential**

- Demonstrable experience of working on events within a charity or commercial setting
- A confident public speaker/presenter
- Demonstrate close alignment to all Demelza values
- Excellent organisational and project management skills
- Able to articulate information in a persuasive manner
- Ability to effectively manage own workload
- High level of attention to detail
- IT literate
- Be up to date on Code of Practice/GDPR best practice
- Highly professional, flexible and willing to immerse yourself in learning about all aspects of Demelza
- Able to work some evenings and weekends
- Full driving licence and access to own vehicle for business use – or access to reliable transport arrangements

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## **Desirable**

- Experience of using Rasier's Edge or similar database software
- Proven record of working on multiple high-profile events
- Experience in working with special events committees
- Experience of working with income and expenditure budgets

## **OUR VALUES & BEHAVIOURS**

Employees are required to demonstrate and actively align to our organisational values and behaviours at all time.

### **Fiercely committed to quality**

The families and children we help, and our supporters, deserve nothing but excellence. Each one of use has a vital role to play in providing unique care and support and we always strive to deliver a brilliant service.

By working and improving together, we can give even more families a chance to enjoy time as a family, for as long as they have.

### **Passion, performance and pride**

We admit it. We love what we do. We feel privileged to support the families who trust us to care for those they love. And we couldn't be prouder to be part of #TeamDemelza, it's the most rewarding job in the world.

We believe in passion, performance and pride – it's how we get the best from each other and deliver exceptional care and support.

### **Human is our nature**

Because we see the person and not the condition, we give each baby, child and family member a service that fits them as an individual. We're all human, and through empathy and understanding, we can provide essential care as unique as the person its designed for. Our different roles, skills and experiences make us stronger. We value and respect everyone who is part of our story, from the families we help, to the supporters and volunteers who keep us going, to each member of staff.

### **Always honest, always authentic**

We are clear, open and honest with everyone, because we value everyone.

It's good to challenge each other, as long as its constructive – we always look for a positive solution that moves us all forward. We exist to give the best care and support to children and their families and that matters more than anything else.

### **Innovate, develop and improve**

Each member of #TeamDemelza is driven to do better.

Through evidence, insight and experience, we're constantly developing and improving to give children and families better care and support. Standing still doesn't get us anywhere. We always look for ways to transform change into opportunity and growth.

Full Values and Behaviours documents can be located on the Demelza

*The tasks listed in this job description are not designed to be exhaustive and may vary from time to time according to the needs of the organisation. This document will be*

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*reviewed in consultation with the post holder as the role and services provided by the organisation develop.*

*Demelza is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.*

*All employees will demonstrate commitment to and actively promote Demelza's policy and procedures to value and respect diversity and inclusion in all aspects of their duties and working relationships.*

*Employees are required to attend mandatory training as required by their role.*

*Employees are expected to make reasonable efforts attend and engage in development training as part of their role within Demelza. Training may be delivered through a variety of on-site and off-site methods.*

*All employees are required to participate in staff performance reviews and supervision and to make all reasonable efforts to attend training and staff development as identified and agreed.*

*Employees must take the initiative to actively seek out training updates required for their role and for mandatory training, within training expiry time frames. Employees can find their current training records on the HR Database.*

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