

## Development and Events Manager Role Description

- LOCATION:** CHANGES BRISTOL Office (currently situated at The Barton Hill Settlement, 43 Ducie Road, Lawrence Hill, Bristol, BS5 0AX. Work will also take place remotely as and where appropriate to run events, fundraising opportunities and to network
- HOURS OF WORK:** **37.5** hours per week  
5 days a week Full time
- RESPONSIBLE TO:** CEO or equivalent
- JOB SUMMARY:** This is a fundraising and events role to drive awareness of the charity, and grow income through all fundraising avenues within all the targeted sectors as set out in Changes Bristol business and marketing plan. To develop, target and deliver consistent and constant fundraising through the private sector, including the corporate sector, individuals and small and large businesses. Some charitable trust fund applications may also be required.

## **Core Duties and Responsibilities**

### **1.1) Delivering the Changes Fundraising, Business and Marketing Plans**

- Understanding and delivering the existing fundraising, business and marketing plans Changes Bristol has developed and contributing to the further development of these
- Driving awareness of the charity
- Growing incomes through all fundraising avenues and targeted sectors
- Chairing and managing the Fundraising Committee
- Develop good relations and fundraising opportunities with the SME market, Corporate Sector, Local Bristol Businesses, individuals and Sports clubs
- Ensure Changes Bristol is shortlisted on large corporate, SME and local Bristol business charity lists, and Charity of the Year opportunities
- Account handling: ensuring major donors or companies are happy with their donation scheme (such as a charity of the year partnership) and are kept informed of progress and milestones
- Devise and organise fundraising campaigns, and events
- Assessing the local marketplace and developing relationships
- Having a good relationship and building tools with our marketing agency such as newsletters, reports, website etc
- Developing and running events that bring in funding and awareness of the charity
- Growing revenues year on year to ensure the sustainability of the charity. Targets will be a necessary part of the fundraising role

## **1.2) Digital Marketing and Strategy, and Social Media**

- Developing a Digital marketing strategy
- Utilising existing digital platforms for marketing, fundraising and awareness
- Utilising and developing social media platforms for marketing, fundraising and awareness of the charity
- Recruit and manage volunteers for digital and social media platforms
- Manage and create digital content for our wordpress website
- Create our monthly newsletter and other comms via mail chimp
- Recruit and manage a number of design volunteers to help with creating branded content to promote the charity and fundraising activities
- Manage a number of digital fundraising schemes and campaigns including JustGiving campaigns, AmazonSmile, MeetUp, Percent, the Big Give Christmas Challenge

## **1.3) Events Development and Management**

- Manage existing fundraising events we have developed
- Developing new fundraising events
- Produce detailed proposals for events (for example, timelines, venues, suppliers, legal obligations, staffing and budgets)
- Research venues, suppliers and contractors, and then negotiate prices and hire;
- Manage and coordinate logistics (for example, venue, catering, travel)
- Manage all pre-event planning and troubleshoot on the day of the event to ensure that all runs smoothly and to budget
- Develop a team of volunteers to help and deliver events and fundraising events
- Organise facilities for car parking, traffic control, security, first aid, hospitality and the media as necessary
- Make sure that insurance, legal, health and safety obligations are followed
- Produce post-event evaluation to inform future events

#### **1.4) Monitoring and Reporting**

- Ensure all events and fundraising opportunities are clearly documented
- Ensure proper evaluation of fundraising opportunities and events for the future delivery and development of such events so lessons can be learnt
- Report effectively to the Project Manager and Trustee board and ensure full disclosure and effective communication
- Ensure confidentiality is maintained and data protection laws and policies are adhered as appropriate
- Ensure the appropriate administration is kept up to date
- Comply with all policies and procedures of the charity
- Ensure the Code of Fundraising Practice is adhered to and the clear understanding of the laws and fundraising regulations
- Keep Trustee and Management up to date with changes in Fundraising laws and regulations
- Provide monthly reports for the Project Manager and Trustees
- Provide reports including Forecasting and Re-forecasting Income and Expenditure budgets
- Log incidents, critical incidents and complaints and reporting these incidents to the Project manager

#### **1.5) Volunteer Training and Support**

- Volunteers are considered an important aspect of the charity's ethos and the role will require the taking on of events and fundraising volunteers from time to time for particular projects
- Volunteers will require necessary inductions, training, DBS checks and safeguarding arrangements, and supervision as necessary

## **1.6) Office Duties**

- Attend the Office as necessary
- Provide cover for other members of staff during holiday periods, illness etc
- Answer phone enquiries and deal with visitors to the charity
- Administration necessary with the needs of the role and charity
- Answer emails and other communications in a timely manner
- Input and authorise necessary financial transactions

## **Other Responsibilities**

To keep up to date knowledge of the third sector in Bristol and the surrounding area

To keep up to date knowledge of the corporate sector and local business trends and activities

To work with the Project manager and Trustees to coordinate future development of Changes Bristol

To undertake any tasks and other duties deemed appropriate by the Trustees and/or the Project manager

To maintain good working relationships with other members of staff, customers, clients, service users, members and volunteers

To have a good understanding of the history and ethos of the charity

To have a good understanding of the service the charity provides

To have a good general understanding of Mental Health

To represent Changes Bristol in a professional manner at all times

To ensure confidentiality of Changes Bristol business, finances and services