



# National Event Fundraiser

## Job Description & Person Specification

**Sense single salary point:** £29,008 (inc. Inner London weighting)

**Responsible to:** National Events Manager

**Responsible for:** n/a

### About Sense

For everyone living with complex disabilities. For everyone who is deafblind. Sense is here to help people communicate and experience the world. We believe that no one, no matter how complex their disabilities, should be isolated, left out, or unable to fulfil their potential.

Our experts offer support that's tailored to the individual needs of each person, whether that's at our centres, through our holidays and short breaks, or in people's own homes. In addition to practical support, we also provide information to families, and campaign for the rights of people with complex disabilities to take part in life.

### About the Sense engagement team

The engagement directorate brings together the public facing teams of:

- Fundraising
- Policy, Public Affairs and Research
- Digital Engagement
- Media and Campaigns



- Brand and Content
- Trading

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The aim of the directorate is to increase understanding of the experiences of, and the challenges faced by, those who are living with complex disabilities.

We also aim to inspire more people to support and do more for Sense, by enabling Sense to be better prepared to successfully take forward our strategic objective: 'Increasing awareness of Sense and inspiring people to take action'. Furthermore, our ambition is to double our voluntary income by 2026 to support thousands more people, and their families, living with complex disabilities.

As a result, we now engage with our supporters in a way that focuses on relationships rather than transactions. We want our supporters to have a choice and an opportunity to engage with Sense as a whole, rather than with individual teams and offers – acknowledging that it is their choice.

## About the role

### Objectives

- Project management of a selection of events within the National Events portfolio, including managing the recruitment, marketing, and logistics for these events.
- Delivering a fantastic supporter journey for all participants resulting in increased fundraising levels and lower drop-out rates.
- Supporting with Sense's owned fundraising products alongside the National Events Manager, Senior National Events Manager and Head of Community and Events where required.
- Be the first point of contact for the National Events team, dealing with general enquiries via phone, email or in person.

### Key responsibilities

- Manage an allocation of core Events within the National Events portfolio including the marketing, recruitment, stewardship and logistics of these events.



- With the support of your team and manager, manage the income and expenditure budgets for allocated Events and ensure that financial reporting, reforecasting, and budgeting is accurate and timely for these Events.
- Build strong relationships with event participants in order to maximise net income, encourage repeat participation and ensure the Event's success.
- Manage the Events Team inbox, responding to all emails and recording on Raiser's Edge.
- Maintain and develop accurate and up to date records on Raiser's Edge of participant information, for all allocated Events.
- Manage pre-event logistics, including booking venues and equipment, ordering materials and resources and other logistics as required for your Events.
- Work closely with the National Events Manager and Senior National Events Manager with admin and logistical support across the portfolio.

## Person specification

### Skills & Experience

- Confidence in communicating via phone and email with a range of stakeholders, including supporters and suppliers.
- Ability to manage and analyse data to make informed decisions.
- Highly organised and efficient with the ability to manage multiple priorities.
- Some experience of digital marketing and other marketing channels.
- An understanding of current trends across the events sector.
- Evidence of own continuing professional development
- A demonstrable commitment to enabling an inclusive and diverse workforce to reflect our community.
- A commitment to people with complex communication and Sense's vision and values; a willingness to learn how to communicate with people with complex communication and identify the barriers to their participation in all aspects of Sense's work.



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- A good standard of literacy and numeracy.
- A good level of IT literacy.

### **Desirables**

- Ideally at least 1 year working within the charity sector.
- Experience of raising funds through challenge or mass participation events.
- Ideally some experience of digital marketing and other marketing channels.
- Knowledge of supporter contact databases, such as Raiser's Edge.
- A demonstrable commitment to enabling an inclusive and diverse workforce to reflect our community.
- A commitment to people with complex communication and Sense's vision and values; a willingness to learn how to communicate with people with complex communication and identify the barriers to their participation in all aspects of Sense's work.

### **Personal circumstances**

- There will be a requirement for travel to events across the country as well as to our office in London – Sense, 101 Pentonville Rd, London N1 9LG.
- A minimum of 2 days working in the office per week.
- There will be a requirement to work unsociable hours to attend events with occasional overnight stays in the UK. Time off in lieu will apply to unsociable hours working.

### **Our values**

Everything we do is underpinned by five core values. These values shape the way we work as we pursue our vision of a world where no one, no matter how complex their disabilities, is isolated, left out, or unable to fulfil their potential.

- We include
- We collaborate
- We find a way
- We challenge
- We celebrate

### **Other information**

- This job description does not form part of the employment contract.



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- This post is not exempt from the Rehabilitation of Offenders Act.

**September 2024**