

JOB DESCRIPTION & PERSON SPECIFICATION

JOB DESCRIPTION

Post	Events and Fundraising Manager
Scale	Business and Learning Support
Grade	P02
Responsible to	Head of Enterprise and Commercial Operations
Location	Enfield with some travel required to other College sites
Contract	Full-time, Permanent

Key Responsibilities:

The role of the College's Events and Fundraising Manager will help deliver the College's strategic objectives in relation to events, fundraising and commercial activity.

The post holder will create, develop and enhance a programme of events that complement the College, its provision and students and attract visitors to its facilities and generate income for the College.

The post holder will work with Senior Leaders to implement a fundraising strategy, develop and maintain productive relationships with donors and potential donors to maximise income for the College.

Responsibilities:

Events and commercial activities:

1. Develop and lead creative, financially sustainable and high-quality shows and events programmes. Delivering in house events (College and public) and facilitating external partners to deliver events. Managing organisation and delivery including build-up, set-up, breakdown, safety and security.
2. Manage Capel Manor Gardens as a visitor attraction and help develop the visitor experience, increase visitor numbers and generate income growth.
3. Develop commercial activity and with the Head of Enterprise and Commercial Operations establish a coherent plan for each area to maximise commercial revenue: Retail, Garden tours, school visits, venue hire including weddings, birthdays and filming.
4. Develop and implement an improved offer for Friends of Capel membership, Garden Tours, group visits and opportunities for school educational visits.
5. Developing the product and service offered to visitors and users of the gardens, including work collaboratively with the Gardens, estates, animal management team to help improve the facilities and services offered to the public.
6. Maintain and enhance the pre-booked visits, on-site activities, entertainment, attractions and venue hire to maximise income and profit whilst respecting the main purposes of the College.
7. Assist the academic teams and / or student services teams in preparing for and operating academic, recruitment, student activities or others events as appropriate.

Fundraising:

1. Develop an effective and ethical philanthropy, donor and sponsor relations strategy to attract charitable support and generate patronage and significant fundraising particularly for capital projects and the student experience.

2. Maintain a dynamic database of all current and potential donors and sponsors, and of all gifts and regular giving, ensuring that all donations and contact with donors and pledged donations are accurately recorded, and all data are GDPR compliant.
3. Develop and maintain positive and productive stewardship plans for all donors and potential donors, including maintaining regular communications on gift impact, thanking and prompting and gaining the trust of donors, sponsors and charities.
4. Keep up to date with professional and regulatory developments in charity administration and further/higher education fundraising whilst developing and regularly reviewing systems, protocols and standards for donor stewardship / recognition are exceeded and diligently reported to the Principal and Governing Body.
5. Increase awareness of the College amongst stakeholders, alumni, and sponsors through the Patron's Forum and other activities and develop meaningful engagement with College Alumni to support a lifelong association and giving through effective and efficient communications via website, social media or other means.

Other:

1. Manage and develop the events and fundraising team in line with College policies and best practice.
2. Prepare, monitor and control of specific income and expenditure budgets for each of the various fundraising initiatives, events and commercial activities as managed. Ensure diligent reporting of progress and development against KPIs.
3. Collaborate with Marketing and Communications to develop an effective and coordinated promotions, advertising and social media plan for fundraising, events and commercial activities.

General Responsibilities:

1. Promotes and implement all College policies, particularly those which refer to health & safety, equality of opportunity and Safeguarding young people and vulnerable adults
2. Participate in College programmes of staff appraisal and continuing professional development
3. Develop effective working relationships internally and with external partners
4. To operate at all times in line with the College's values and behaviours
5. Undertake other duties as may reasonably be required in the interests of the efficient functioning of the College

PERSON SPECIFICATION

Qualifications

- Possess a Level 2 qualification in English and Maths or a willingness to achieve within a specified period
- Relevant degree, professional qualification or industry experience
- Evidence of continuous professional development

Experience

- Experience in a similar or related role, preferably within an educational establishment, although this is not essential
- Experience of event planning and management

- Knowledge and experience of fundraising activities, customer relationship management, and/or alumni associations
- Track record of successful fundraising, including direct interaction with actual and potential donors/sponsors

Skills, Abilities and Knowledge

- Knowledge of charitable fundraising, regulations and best practices such as charity law, ethical giving, fraud, money-laundering, corporate social responsibility
- Flexibility, responsiveness and a willingness for cross-centre and weekend working
- Ability to work calmly under pressure in an event situation
- The ability to develop positive working relationships with individuals at all levels
- Good judgement to balance the needs and expectations of donors needs with the requirements of the institution
- Excellent administrative, presentation, organisational and delegation skills and an exacting eye for detail
- Excellent IT skills including MS Word, Outlook, PowerPoint and Excel
- Demonstrably excellent spoken communication, writing, diplomacy and planning skills
- Effective organisation skills and ability to work on own initiative and as part of a team

Other Factors

- An understanding of and commitment to safeguarding young people and vulnerable adults
- Ability to form and maintain appropriate relationships and personal boundaries with children and young people/vulnerable adults
- Emotional resilience
- The ability and determination to promote equality and diversity throughout all aspects of College life, including employment and service delivery
- Ability to travel to College sites across London