

## JOB DESCRIPTION

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**Job Title:** Events Project Manager – Bespoke Events

**Accountable to:** Senior Events Manager – Bespoke Events

**Location:** London (relocating to Tower Hill in 2019)

**Salary:** NJC Grade F35, £34,944

**Contract:** 12 month maternity cover starting 31 January 2019

**Hours:** 35 Hours per week (9am-5pm)

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### ABOUT BREAST CANCER CARE:

Breast Cancer Care is the only specialist UK-wide charity dedicated to providing support for people affected by breast cancer. Our vision is that every person affected receives the best treatment, information and support.

Since 1973, we've been caring for, supporting and campaigning on behalf of people affected by breast cancer. Today, we offer a unique range of services including one-to-one support over the phone and online from specialists and people who've been there, plus local group support. From the moment someone notices something isn't right, through to their treatment and beyond, we're there to help them feel more in control.

On the 1st April Breast Cancer Care is merging with Breast Cancer Now to create the UK's first comprehensive breast cancer charity.

From research to care, our new charity will have people affected by breast cancer at its heart — providing support for today and hope for the future. United, we'll have the ability to carry out even more world-class research, provide even more life-changing support and campaign even more effectively for better services and care.

### ABOUT THE EVENTS TEAM:

Breast Cancer Care has built up a strong events function – events currently account for a quarter of the charity's overall income. We're looking for an experienced, passionate and driven project manager to help us deliver our targets and identify the next opportunities within our newly formed charity and events portfolio. Events can help Breast Cancer Care meet organisational objectives that go beyond income. They positively impact on the lives of people affected by breast cancer and can often provide opportunities to reach new audiences whilst providing unrivalled platforms for awareness raising.

This role will be a member of the Breast Cancer Care and Breast Cancer Now Events Team which sits within the Fundraising and Marketing function. At present The Events Team consists of the Head of Events, the Bespoke Events team and Sports & Adventure Events team, however this structure will be developed as part of the merger in April 2019.

### ABOUT THE ROLE:

The Bespoke Events portfolio currently comprises of The Show London, our annual fashion show gala, and Carols by Candlelight events, our Pink Ribbon Walks, and a range of other events. With the support of the Senior Events Manager and the Bespoke Events team, the post holder will:

- Manage the development and delivery of key project areas within the portfolio, including The Show, Pink Plates and a range of supporter led events, working with the Senior Events Manager and the Bespoke Events team to deliver the events to time and budget
- Build and deliver a growing base of event activities, both special events and outdoor mass participation events
- Bring a highly motivated approach and creativity to planning and delivering events
- Line manage the Events Executive

## **YOUR RESPONSIBILITIES:**

### **Event delivery and development**

- To lead on the planning, delivery and development of The Show and other project areas through pre agreed timeframes and budgets in conjunction with the Senior Event Manager.
- To develop strategies through evaluating and analysing the events which sit within the agreed portfolio as well as the wider charity events market place.
- To manage the registration process, web systems and maintain database records for all event supporters by liaising with all relevant internal teams (e.g. Database, Supporter Services, Digital) and external fulfilment companies.
- To manage the relationship with event committees and liaise with senior personnel.
- To source, manage and liaise with external suppliers such as third party event organisers, event companies, printers and venues. To exploit all fundraising opportunities, and negotiate with suppliers in order to maximise the potential net income for the organisation.
- To work with the Senior Events Manager on the production of all materials in relation to the Events portfolio.
- Work with the Senior Events Manager to identify areas of growth and development with existing events, and identify new opportunities to diversify the portfolio.
- Regular reporting to the Senior Events Manager on progress of projects.
- To ensure all events meet our health and safety requirements.

### **Marketing**

- To develop and deliver marketing strategies, working with our Design, Marketing and Communications, Digital and Database teams to promote the events and reach our ticket sales and participant recruitment targets.
- To produce marketing copy and materials using internal outlets and external opportunities. All to be delivered following the relevant internal sign off procedures.
- To work closely with the Breast Cancer Care Press and PR team and where appropriate the marketing team to encourage attendance, maximise publicity and raise awareness and profile of the organisation.
- To keep up to date with market developments, undertake competitor analysis, evaluate the performance of events and make recommendations to the Senior Events Manager.

### **Finance**

- To work with the Senior Events Manager to set the budgets for the financial year and be responsible for reaching financial targets agreed with the Senior Event Manager and Head of Events.
- To maximise income generation from the events portfolio and be responsible for maintaining detailed budget records for income and expenditure accounts to ensure cost effectiveness. To produce detailed reports and financial analysis on progress as required.
- To ensure compliance with all internal financial policies and the Institute of Fundraising guidelines.

### **Sponsorship**

- To work with the Senior Events Manager to secure sponsorship and in kind support for new and existing events within the events portfolio, creating proposals and networking with internal team and event committees to attract support.
- To work with existing sponsors to ensure their continued satisfaction and support for the event and look for new opportunities for involvement.

### **Staff Management and supervision**

- To provide line management, support and supervision to other members of the team and to ensure they achieve their objectives and develop in their roles.

- To support the Senior Events Manager in the support and supervisions of the Officer, Executives and Assistant
- To oversee and supervise the work of office volunteers and temporary staff when needed.

#### **Development of working partnerships**

- To liaise with the internal support teams, namely Finance, Supporter Services and Database, to ensure that the events team follow correct procedures and processes with the allocation of events income and data management.
- To represent the events team and our portfolio and activity at relevant team meetings.
- To work collaboratively with other teams to ensure that all parties are kept regularly updated of events available, and to engage their support and involvement where relevant.
- To work with the other members of the events team in attending and supporting events within the wider Events remit.
- To work under the broader umbrella of our service delivery and to ensure it is always at the centre of all we do. Working closely with other departments to maximise our service messaging via our events.

#### **General**

- To be an effective member of the team, presenting a positive impression of the team and the service.
- To work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.
- To attend internal and external meetings, and training as required.
- To ensure all records are kept up to date and maintain confidentiality regarding client information at all times adhering to the Breast Cancer Care data protection policy.
- To adhere to the Breast Cancer Care health and safety policy.
- To operate within the organisational equal opportunities policy framework and implement the policy within this area of work.

#### **Flexibility**

- Breast Cancer Care is merging with Breast Cancer Now as of the 1<sup>st</sup> April 2019. In order to work effectively in a changing environment, flexibility is required from the post-holder. Any other tasks that may be requested will be at the same level of responsibility and terms and conditions of employment.
- The post-holder must be prepared to travel throughout the UK and to work varying hours. (Some evening and weekend work will be necessary).

## PERSON SPECIFICATION

### ESSENTIAL CRITERIA:

#### EXPERIENCE

- Experience of organising large scale black tie events and or mass participation events.
- Excellent planning and project management skills.
- Experience of marketing events and growing event attendance.
- Experience of securing in-kind sponsorship.
- Experience of generating income to agreed targets.
- Experience of creating, recording and reforecasting budgets.
- Line management experience, managing staff or volunteers.
- Experience of high quality customer care practices.

#### SKILLS

- Excellent organisational and administrative skills with high attention to detail
- Excellent people management skills.
- Excellent planning, monitoring, accessing and evaluating skills.
- Excellent time management skills with ability to prioritise own workload, deal with conflicting demands and meet tight deadlines.
- Excellent written and oral communication skills with ability to motivate and inspire fundraisers as well as work with corporate partners.
- Strong computer skills and experience of a variety of computer packages.
- Strong interpersonal and networking skills with ability to develop excellent working relationships with internal and external stakeholders, including staff at a senior level.
- Good initiative and creativity with ability to proactively identify and seize opportunities and find solutions.
- The ability to operate in a patient and calm manner particularly when under pressure

#### BEHAVIOURS

- A passion for Breast Cancer Care's vision and mission
- A team player who is collaborative
- A commitment to and understanding of issues relating to equality of opportunity and the ability to implement change in this area
- Ability to show tact and discretion when dealing with sensitive and confidential information
- A willingness to work variable hours, with occasional weekend and evening work and to travel within the UK

### DESIRABLE CRITERIA:

#### EXPERIENCE

- Experience of working in the voluntary/charity sector.
- Educated to degree level, or equivalent