



Job Description

Community & Events Manager

Working Hours: 37.5 hours per week, over five working days

Location: Flexible but with minimum of one day a week attendance at our office in Loughborough Junction, London required.

King's College Hospital Charity – Changing lives, pioneering care.

We are dedicated to supporting life-changing care at King's College Hospital NHS Foundation Trust.

King's patients are at the heart of everything that we do. We make the best care for patients possible by raising money for cutting edge equipment and facilities, supporting our staff, innovative research and pioneering treatment.

Our Values

We are proud of our Charity values: they are our fundamental ethics and principles that underpin everything we do at King's College Hospital Charity. These values are not simply words on paper. We all aim to live them and make them real every day. By bringing them to life, making our decisions and behaving with them in mind, we create a dynamic and supportive culture that reflects the Charity that we are.

We are caring and supportive; we are ambitious; we are innovative and creative; we are collaborative; we have integrity.

The Role

Our Community and Events Manager will lead the team to provide motivation and support to our volunteer fundraisers and supporters by engaging them across a wide range of activities including do-it-yourself fundraising, challenge events, community activities, and people who take part in King's College Hospital Charity's own events programme, including our flagship event, the Great Hospital Hike. As an experienced Community & Events Fundraiser you will play an essential role in supporting our plans to grow the Charity by developing and delivering sustainable income from our local communities by:

- Planning and delivering a wide range of events, community and volunteer fundraising initiatives
- Building long-term relationships with our supporters by creating and implementing high quality supporter journeys and engagement to ensure on-going involvement and loyalty
- Leading and motivating a high performing Community & Events Fundraiser
- Devise and deliver budgets in line with the Charity strategy

Key Tasks

- Lead the delivery of the community and events fundraising strategy by planning, co-ordinating and managing a portfolio of activities, products and events to engage the support of our local communities and grateful patients
- Launch our fundraising volunteering programme, including staff charity champions, to increase our capacity and grow our income
- Develop relationships with a range of stakeholders including foundation trust staff, patients, family members and hospital volunteers to create opportunities to grow awareness and income
- Work with colleagues in the fundraising and communications team to ensure effective marketing of fundraising activities across appropriate channels to maximise participation

Supporter stewardship and engagement

- To devise stewardship plans through a range of channels for different groups of supporters as appropriate to encourage their ongoing engagement and commitment such as grateful patients, hospital staff and challenge participants
- To develop and model high standards of supporter care at all times

Team Leadership

- Contribute to the Charity's strategic development, a high performance, values based culture and good practice
- Support the learning and development of the team through provision of development opportunities, information sharing and identifying and meeting training needs
- Establishing strong, motivated team ethos while also taking a pro-active approach to cross team working

Budgetary management

- Produce an overall annual plan, budget and success measures to Community and Events fundraising
- Monitor performance on a monthly basis through the measurement and reporting of planned activities through agreed KPIs
- Provide quarterly forecasts against budget to determine likely success against target

Charity systems & compliance responsibilities

As an employee of King's College Hospital Charity you have an obligation to observe the policies and standards of the Charity together with all relevant statutory and professional obligations, the significant ones of which are:-

- Maintain up-to-date knowledge on sector and market trends, the legal environment and compliance with regulatory requirements
- You have a general duty of care for the health, safety and well-being of yourself, work colleagues' visitors and patients within the hospital site in addition to any specific risk management responsibilities associated with this post

- You must maintain strict confidentiality of personal information relating to patients, donors, Trustees and staff and maintain the confidentiality and security of all charity data and records
- You are responsible for complying with the Charity's policies and procedures
- You are responsible, with management support, for your personal development and should actively contribute to the development of colleagues and staff

Other

It is the nature of the work in a small charity team that tasks and responsibilities are diverse and varied. All staff are expected to work in a flexible way and on occasion to undertake tasks that may not be specifically covered in their job description. This job description is intended as a guide and is not intended to be definitive or restrictive. It is expected that some of the duties will change over time and this description will be subject to review in consultation with the post-holder.

Skills & Experience Essential "E" or Preferable "P"*	
• Demonstrable experience of autonomous financially successful community fundraising	E
• Proven track record of delivering highly successful events	E
• Experience of building relationships with a range of individuals and organisations	E
• Experience of recruiting, managing and motivating staff and volunteers	E
• Experience of working with charity CRM and good general IT skills and knowledge of social media	E
• Experience of working within a Hospital Charity environment	P
• Knowledge of legal and regulatory requirements for full compliance in fundraising activity	E
• Excellent verbal and written communication skills	E

• Ambitious, target driven innovator	E
• Excellent project and time management skills to manage multiple projects with good attention to detail	E