

JOB DESCRIPTION

JOB TITLE:	(Cultivation) Events Manager
SALARY:	Competitive
BENEFITS:	Pension, employee benefits and staff rewards
HOURS OF WORK:	37.5 per week
ACCOUNTABLE TO:	Associate Director, Philanthropy
RESPONSIBLE FOR:	Events and Administration Executive
RESPONSIBLE TO:	Senior Events Manager, Philanthropy
LOCATION:	London (but also required to work in Sutton)

LIAISES WITH: Head of Individual Philanthropy and Events, Head of Corporate Philanthropy, Senior Philanthropy Manager, Philanthropy Managers and Executives, Senior Manager for Philanthropy Research & Operations and Prospect Research Executives, and the Database, Finance, Events, Marketing, Communications and Digital teams

RMCC Chairman and Trustees, Chairman of the Appeal and Appeal Board Members. RMCC donors, supporters and volunteers. Royal Marsden senior leadership and medical staff.

Overview of post

The Royal Marsden is a world-leading cancer centre that cares for over 50,000 patients each year. We conduct pioneering research to improve diagnoses, treatments and care – and ultimately save more lives - for cancer patients everywhere.

Together with our academic partner, The Institute of Cancer Research (ICR), we form the largest comprehensive cancer centre in Europe and the impact of our research is ranked no. 1 in Europe and no. 3 in the world. The Royal Marsden recruits more patients to clinical trials than any other similar centre in the UK. Bench-to-bedside is the research philosophy that underpins our partnership with the ICR – the discoveries in our laboratories are quickly translated into clinical trials which demonstrably improve patient care, not only at our hospital, but nationally and internationally. We also frequently act as a test bed for new equipment and technologies which are then rolled out across the NHS.

The Royal Marsden Cancer Charity raises money solely to support The Royal Marsden. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

As a Charity, we have ambitious plans to double our income in order to meet the needs of the hospital. These plans include delivering a £70 million capital appeal to build the Oak Cancer Centre (OCC) at our hospital in Sutton.

This post will play a vital role by delivering a high value events programme for The Royal Marsden Cancer Charity. The primary focus of the role will be cultivation and stewardship events, predominantly for our high value supporters as part of the Philanthropy Events Team. The Event Manager will specifically lead and support our programme of events for the £70 million appeal for the OCC, working with fundraisers, a high profile appeal board and, for specific events, the Royal Household. The appeal was launched with a dinner hosted by our President, HRH The Duke of Cambridge, and this role will lead on the planning and delivery of other similar events including a groundbreaking event for the new centre. As our fundraising grows, this role will be responsible for working on various events across the Charity.

The post holder will also manage a growing portfolio of key engagement and thanking events for the Charity such as our legacy marketing events and our annual 'Celebrate a Life' Christmas events.

The role will suit a motivated and driven individual who enjoys working in a highly productive way in a busy environment. The Charity's events programme has expanded to support growth in fundraising activity so this role would suit someone eager to lead in this newly created team, supporting the Senior Events Manager. The Charity is in the midst of transformational growth, so this is an exciting time to join and play a key role in delivering our ambitious events strategy.

KEY TASKS AND RESPONSIBILITIES

Event delivery

- Support the Philanthropy Events team in the delivery of all agreed Royal Marsden Cancer Charity events. Provide guidance and support to fundraisers leading on the delivery of small or third party events.
- Lead on the implementation of a brief, project plan and project planning group (where relevant) for each event in conjunction with Charity, Marketing and Communications stakeholders and where relevant, other Trust departments.
- For special events with significant on the night fundraising, ensure fundraising opportunities are identified and maximised and excellent relationships are developed with key high value event volunteers or committees.
- Brief and work with the Marketing team to deliver event materials.
- Ensure RSVPs are monitored in a timely way and communicated to relevant stakeholders. Provide support for the follow-up with guests after each event.
- Source appropriate venues and suppliers for events and manage the relationships with these contacts.
- Deliver events on the day, managing all on-site requirements including risk assessments, Health & Safety and volunteer briefings.

Event strategy

- Take ownership of the Charity's supporter events programme (excluding mass participation events) as part of a newly created team, ensuring risks are escalated as per agreed processes and the opportunities are acted upon.

- Work with the Senior Events Manager on an events strategy which facilitates the successful delivery of an agreed supporter events programme.
- Drive the continuous evaluation of the events programme, ensuring learning is incorporated into the planning and delivery of future events.
- Working closely with the Philanthropy leadership team, leading on the development of a programme of events for the £70 million Oak Cancer Centre appeal.
- Where appropriate, lead or support on the creative development of new event concepts

Budget and Information Management

- Working with the Senior Events Manager, set expenditure budgets for each event, secure competitive quotes, identify cost savings, monitor and report on all aspects of the event budget and deliver all activity within budget.
- Take a lead role in ensuring that event data is recorded to agreed standards on the fundraising database, Raiser's Edge and work with the Database team as needed to refine processes.

Communication and stakeholder management

- Ensure that communication with guests about events is delivered to a consistently high standard.
- Ensure that senior leadership, hospital staff and volunteers are well briefed ahead of each event, with clear objectives, roles and supporting information.
- Develop and maintain strong working relationships with key stakeholders across The Royal Marsden and Royal Marsden Cancer Charity to ensure smooth coordination of all event activity.

Other

- Lead on arranging hospital tours for certain high level supporters, liaising with relevant hospital staff and fundraisers to ensure their successful execution. On the day of such tours, support Events Executives in overseeing such tours which will also include site tours of the building work on-going at the Oak Cancer Centre in the future.
- Promote the work of The Royal Marsden Cancer Charity both internally and externally.
- Work with appropriate stakeholders to ensure the Charity's events activity is compliant with relevant regulations including the Fundraising Code of Practice and the General Data Protection Regulation (GDPR).

General responsibilities

Build relationships at all levels to ensure the successful delivery of events.

Ensure that donor records are accurate and kept up to date and that all information relating to donors is produced and stored in line with data protection regulations and best practice.

Constantly strive for value for money and greater efficiency; advise on the best use of available budget and contribute to the annual income and expenditure budget planning process.

Undertake any other duties that are commensurate with the grading of the post as requested by the Line Manager.

Confidentiality and Data Protection Act

All employees of The Royal Marsden NHS Foundation Trust must not, without prior permission, disclose any information regarding patients or staff (please also see the Trust's policy on Whistleblowing). In instances where it is known that a member of staff has communicated information to unauthorised persons, those staff will be liable to dismissal. Moreover, the Data Protection Act 1998 also renders an individual liable for prosecution in the event of unauthorised disclosure of information.

Safeguarding Children and Vulnerable Adults

All staff must be familiar with and adhere to the Trust's child protection and safeguarding adult policies and procedures. All staff are required to attend child protection and safeguarding adults awareness training, additional training and supervision regarding child protection relevant to their position and role.

Health and Safety

All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and Trust policies on health and safety.

Customer Service Excellence

All staff are required to support the Trust's commitment to developing and delivering excellent customer-focused service by treating patients, their families, friends, carers and staff with professionalism, respect and dignity.

Emergency Planning

In accordance with the Trust's responsibilities under the Civil Contingencies Act 2004 all staff are required to undertake work and alternative duties as reasonably directed at variable locations in the event of and for the duration of a significant internal incident, major incident or pandemic.

Equal Opportunities

The aim of the Trust's policy is to ensure that no job applicant or employee is discriminated against either directly or indirectly on the grounds of race, creed, sex, marital status, disability, age, nationality, ethnic or national origins. The Trust commits itself to promote equal opportunities and will keep under review its policies, procedures and practices to ensure that all users and providers of its services are treated according to their needs. The policy also applies to staff working within the Trust.

No Smoking Policy

It is the policy of the Trust to promote health. Smoking is actively discouraged and is prohibited in most areas of the Hospital, including offices, with the exception of designated smoking areas on both sites.

Review of this Job Description

This job description is intended as an outline of the general areas of activity. It will be amended in the light of the changing needs of the organization, in which case it will be reviewed in conjunction with the post holder.

Terms and Conditions of Employment

This post is exempt from the Rehabilitation of Offenders Act 1974, meaning that any criminal conviction must be made known at the time of application.

Person Specification

Demonstrable track record of delivering successful events, particularly in the context of high value fundraising	E
Excellent knowledge of the principles of charity fundraising, particularly high value fundraising, and the role that events plays within it	E

Experience of hitting and surpassing event fundraising income targets, including demonstrable ability to prioritise the activities which will have the most impact in driving income	E
Ability to manage a calendar of multiple events and develop efficient processes to drive a project forward and influence others to deliver.	E
Proven experience of building effective working relationships and managing and influencing stakeholders at all levels of an organisation	E
Able to problem solve, adaptable and flexible	E
Ability to set, manage and monitor budgets	E
Experience of working with high level volunteers and/or major donors.	E
Initiative, creativity, energy and enthusiasm.	E
Experience of managing supplier relationships and negotiating cost to ensure value for money.	E
Excellent written and verbal communication skills and the ability to present information for a range of audiences in a variety of formats	E
A positive attitude and enthusiasm for operating as part of a team.	E
High level of IT literacy, including knowledge of using CRM systems (ideally Raiser's Edge) for data capture and reporting	E
Good working knowledge of the Data Protection Act and other relevant legislation and policies within a major gift fundraising environment	D
An interest in cancer and health issues, with an understanding of NHS practices and procedures	D
Educated to degree level	D