



## **Senior Fundraising and Events Officer**

We are looking for an exceptionally well organised Senior Fundraising and Events Officer to join our team at Spread a Smile during a period of very exciting growth. You'll be working full-time alongside an experienced and passionate fundraising team, delivering high quality events to Spread a Smile's supporters. You will inherit a series of well-established events as well as developing new engaging events, appropriate for Spread a Smile supporters, to maximise income and engagement.

You will have excellent attention to detail and a minimum of two to three years event experience, ideally in the charity sector. You will be passionate about improving the wellbeing of seriously ill children in hospital. Through your fundraising work, you will be enabling us to spread smiles to children who really need them.

### **Key Responsibilities:**

- Deliver excellent events, working in close collaboration with all supporters, partners, suppliers, senior volunteers and the Spread a Smile team.
- Manage regular and ad hoc events at the most professional level and ensuring Spread a Smile brand and values are reflected in everything we do and delivering the highest level of stewardship for our supporters.
- Design engaging marketing materials for Spread a Smile events sticking to our own and partner brand guidelines.
- Ensure events are promoted well to all supporters and audiences on social media, newsletters and other channels to ensure maximum take-up by providing Spread a Smile digital manager with relevant information.
- Create attractive sponsorship and branding opportunities for Spread a Smile corporate and other partners at events.
- Write and deliver detailed plans and briefings for events including completing event briefing template to share with team Spread a Smile.
- Provide a high level of stewardship to event attendees, liaising from the point of enquiry to booking to liaising with accounts to request invoices, ensuring payments have been made, chasing payments where required and working with Finance Manager to process payments during and after events. Be responsible for the web pages for events in order to create forms for people to sign up to and pay for events.
- Managing all aspect of Spread a Smile events on site, ensuring event materials are delivered and setup and volunteers are sourced, managed and looked after to a high standard. Ensure there is a high level of Spread a Smile branding on site and appropriate fundraising materials are ready in time.
- Ensure excellent follow up and sharing of information across the team post-event via all forms of communication. Bringing team together for debrief and ensure actions are followed up.
- Working with Community Fundraising Manager to liaise closely with partners and supporters around their own fundraising events and ensure excellent support during planning and delivery and arrange attendance from appropriate Spread a Smile team and volunteers.
- Collate and share stories, photos and videos for social media with partners, suppliers and supporters. Capture and share content from supporter events and corporate volunteering opportunities.

- Organise photographers for events and write photo briefs.
- Working closely with all members of the team, senior volunteers, suppliers, venues and Spread a Smile supporters to ensure close collaboration, sharing of opportunities and joined up thinking.
- Empower supporters to organise and undertake their own fundraising activities. Assist with third party fundraising events – liaising with supporters, sending materials, attending events where necessary, thanking for donations and support.
- Working with Head of Partnerships to Manage Spread a Smile volunteering programme throughout the year, including Christmas, ensuring volunteers are they are fully prepared for their volunteering activity, that their engagement is recorded, that they are given the best of care during their volunteering and that they are thanked afterwards.
- Manage Spread a Smile's Gifts in Kind. This includes making approaches, organising deliveries, thanking and managing the internal GIK committee.
- Monitor and evaluate approaches and responses and maintain accurate records of activity and income using the fundraising database (Donorfy).
- Where relevant, send thank you letters, reports and receipts to donors within agreed timescales and, at all times, maintain the charity's personal approach.
- Attend and participate in Spread a Smile family events, internal and external meetings, training and development as required which may involve travel away from the office and sometimes working outside of normal hours.
- Undertake such other reasonable tasks as may, from time to time, be deemed necessary.
- Undertake all necessary training and comply with all stated charity policies.

#### **Skills & experience:**

- A minimum of two to three years event experience, ideally in the charity sector.
- Excellent written and oral communication skills and confident at networking and engaging with stakeholders at all levels.
- Strong track record of meeting fundraising and event targets, delivering on projects and effective relationship building.
- Able to deliver high quality presentations to external stakeholders and partners.
- Great interpersonal and teamwork skills, with the ability to work across the team and deliver on shared projects.
- Positive, communicative and proactive approach to work and problem-solving.
- High standards of self-motivation and professionalism.
- Strong attention to detail with the ability to manage a diverse workload in a fast-paced environment.
- Strong IT skills with experience of working with a CRM database.
- Experience of developing and managing fundraising and project budgets.

#### **The role:**

- This role is full time, 37.5 hours per week. We require a minimum of three days in the office in London N5 on Monday, Tuesday and Thursday.
- Salary of £30,000 - £35,000, depending on experience
- 25 days holiday plus bank holidays and additional days off over Christmas
- Core office hours are 9am - 5pm

#### **How to apply:**

Please send your CV and a supporting statement to Simone Herman, [simone@spreadasmile.org](mailto:simone@spreadasmile.org) Closing date for applications is **Friday 5 April** at midnight but we reserve the right to close applications earlier if we successfully fill the role.