

# JOB DESCRIPTION

<b>JOB TITLE:</b>	Events Fundraiser Full time	<b>DEPARTMENT</b>	Fundraising and Communications
<b>REPORTS TO:</b>	Fundraising and Communications Manager	<b>SALARY:</b>	
<b>PLACE OF WORK:</b>	Oak Tree Farm, Wetheral	<b>REVIEW DATE</b>	October 2022

## 1. PURPOSE OF THE JOB

### On Site Fundraising Events

- To coordinate onsite fundraising events, specifically, 3 seasonal Fairs and Fright Night.

### Off Site Fundraising at Events

- To coordinate off-site fundraising events such as fundraising and fundraising info stalls at external fairs (this may fall under Community Supporter Groups role, if lead by them).

### Community Supporter Groups

- To recruit and oversee our 'Community Supporter Group' initiative, liaising with our Volunteer Coordinator to target current and potential volunteers. This initiative will use volunteer groups to attend and devise events independently and undertake community fundraising initiatives both onsite and in the wider community.

### Sponsorship Challenge Event

- To oversee Oak Tree's Sponsorship Challenge events – specifically, Run for Rescue. To boost sponsorship challenge event income, if needed, with an additional sponsorship event such as a Santa Run, Bubble Woof Walk or a Fire and Ice type challenge. These will involve working closely with the Fundraising and Communications Manager.

### Online Digital Events

- To develop and manage a programme of online events and paid activities to generate income in accordance with to the new digital approach being developed by the charity. To adapt certain fundraising activities such as raffles, quizzes and dog shows to work in an online format.
- To develop online auctions, games and also other activities specifically targeting pet owners
- To increase the Charity's supporter network and profile via improved marketing of events.
- Ensure that for fundraising events appropriate procedures and legislation is adhered to. This does not apply to events being held by the trading arm of the charity, as this is the Business Coordinator's responsibility.

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- Ensure that the Fundraising Department achieves its targeted Return on Investment and Return on Objective through fundraising events.
- To raise both funds and the profile of the charity, working towards the specific fundraising and supporter engagement targets set by the department.
- Support the Fundraising Team by helping to champion internal fundraising events and independent fundraising events being taken on by individual fundraisers. To encourage and promote their fundraising.
- To develop and implement an annual calendar of fundraising events, liaising with colleagues across departments. Liaise with the Business Development Manager to ensure trading events and fundraising events complement each other, where appropriate and that dates do not clash.
- To coordinate promotion and marketing of all fundraising events.
- To ensure that the number of events does not detract from core generating involvement or fundraising.
- To assist the Volunteer Coordinator in the recruitment of volunteers to support events.
- To prepare necessary mailings and other communications related to all fundraising events, including thanking, where appropriate, attendees, volunteers, stall holders and speakers.
- To ensure all proceeds and communications are recorded appropriately on the charity's database.
- To input to and produce reports as required, demonstrating the success of events according to revenue raised and numbers attending. To disseminate, as is appropriate, such reports.
- To maintain and develop all databases, appropriate filing systems and data storage, ensuring confidentiality and legal compliance is maintained, that information is recorded accurately and that all systems are in good order.
- To attend any necessary meetings and events, both internal and external which effect fundraising activities and the reputation of the Charity.
- To work closely with colleagues within the dept. and provide cover as may be required and requested by the Fundraising Manager from time to time to ensure the smooth running of the dept. and continuity.

### 2. OTHER COMMENSURATE DUTIES

- To liaise closely with other departments and partner organisations to ensure good communication and positive and supportive relationships are maintained.
- To adhere to the Charity's policies and procedures.
- To promote the work and good name of the Charity and in so doing endeavor to ensure that the public are aware of the support needed to maintain and expand the work in caring for all animals in need.

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### **Fundraising and Trading Events – where the responsibility lies:**

Where there is a trading element attached to a fundraising event, or vice versa, it is vital the Events Fundraiser liaises directly with the Business Development Manager in the planning stages to ensure smooth running of the event.

If the event is primarily classed as a trading event e.g. a tack sale, jumble sale or third party events, the only responsibility of the Events Fundraiser is for the fundraising element applied to the event, such as the raffle or tombola. Overall running of a trading event is the responsibility of the Business Coordinator, including requests for flyers and advertising to the Comms Team and distribution of said flyers.

### **3. HOURS OF WORK**

- 37.5 hours per week. It is accepted that flexibility will be required upon occasions. (see Contract of Employment)