



# Senior Special Events Officer

## Job description

<b>Grade</b>	Starting salary £36,082 including London weighting (Grade D of Mind's salary scales)
<b>Type of contract</b>	12-month contract
<b>Directorate</b>	Fundraising
<b>Team</b>	Partnerships Team within the Major Giving Team
<b>Reports to</b>	Senior Project Manager, Chelsea Flower Shower
<b>Responsible for</b>	No direct line reports
<b>Location</b>	Flexible - likely to be a hybrid mix of homeworking and time in Stratford office
<b>Hours</b>	35hrs p/w

### About the role

You will be a part of the Partnerships Team, consisting of the New Business Team, Account Management Team, Project Management Team, Trusts and Statutory Team and the team you will be a member of, the Major Giving Team. Collectively, the Partnerships Team, work with each other and our funders, partners, clients, donors, supporters and colleagues to raise the money needed to enable Mind to deliver its strategic ambitions. All while providing meaningful ways for our supporters to engage with Mind's work.

The Senior Special Events Officer will join the driven Major Giving team with big ambitions to increase fundraising income to support Mind's work. You will play a key role in supporting the growth of Major Giving at Mind.

The Senior Special Events Officer will create and manage an exceptional events programme to underpin major donor fundraising, supporting portfolio managers to successfully engage prospects and donors. You will be a creative and innovative thinker, dynamic and experienced in organising events from concept to delivery. You will be confident and comfortable working in an ambitious and busy team that is driven to provide a high level of supporter care and excellent and exciting events.

You will understand the unpredictability of event organisation with last-minute changes or demands and tight budgets. You will possess exceptional project management experience and excellent attention to detail. Naturally managing our high profile and valued donors and supporters, senior volunteers and event participants alongside nurturing key internal relationships. You will be the main point of contact for external suppliers and internal colleagues to ensure the smooth running of events. With outstanding interpersonal, networking and relationship building skills you will be comfortable when professionally representing the charity at all times.



## Key Responsibilities

1. Establish and manage a series of events each year from inception to delivery and evaluation in line with Mind's funding priority areas, to contribute towards the £1.4m income target. Providing engaging, inspiring, and informative experiences for supporters and prospective supporters.
2. Contribute towards specific financial targets for Major Giving third party events, including supporting committees, senior volunteers and special volunteers.
3. Create special events which fit with and support the needs of the Major Giving programme, working closely with the Major Giving team and wider Partnerships Managers.
4. Take responsibility for the entire Partnerships events expenditure budget, plus gifts in kind and ROI.
5. Monitor expenditure ensuring each event tracks against budget, including accurate forecasting, invoicing and processing payments.
6. Develop and implement an evaluation process for measuring the success of events including KPIs for income secured, cultivation of supporters, new relationships established and Gifts in Kind (expenditure saved); using the information to plan and improve future events.
7. Prepare and present briefings and evaluations for MET, CEO, Trustees, staff, speakers and stakeholders, ensuring all are clear on their roles, the guests and speakers in attendance and the outcomes.
8. Recruit and manage working groups of people with lived experience of mental health problems to contribute towards event content, in line with Mind's Influence and Participation guidelines to meet Major Giving event objectives.
9. Create opportunities where the Media and Celebrities team can secure media openings and secure influential speakers at events to attract new major donors and engage current and lapsed supporters.
10. Work closely with the communications team, programme management and service delivery teams to agree and produce content for events.
11. Create and produce the Philanthropy newsletter, sent three times per year.
12. To be the main point of contact with suppliers and partner organisations as appropriate, including research, procurement and negotiating with suppliers to seek competitive quotes and agree on appropriate terms.
13. Take responsibility for the production and branding of materials for events, both printed and electronic formats, in line with Mind's brand.
14. Maintain accurate data records and ensure work is carried out in compliance with GDPR and Mind's CRM protocols.
15. Ensure that appropriate and compliant risk assessment, safeguarding, health and safety procedures, protocols and policies are implemented and followed for all events.
16. Build relationships across the organisation to ensure the work of the Major Giving team is understood and actively supported.



## Expectations

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

### Role expectations:

- Keep up-to-date on internal and external developments and respond accordingly.
- Proactively attend and contribute to team, departmental and organisational meetings, with/without colleagues.
- Attend and contribute to supervision and appraisal (guided conversations) process, meetings, training, and other events as required.
- Commitment to your own continuing professional and personal development.
- Occasionally travel to meetings or events in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening and weekend work.
- Commitment to ensuring diversity of speakers within events and within our communications.
- Upholding our value of co-producing and working with people with lived experience of mental health problems across our portfolio of communications and events.
- To undertake other duties that may be necessary and compatible with the nature of this post.

### All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

- Show passion for what Mind does and the changes that we are making for people with mental health problems.
- Work collaboratively across teams, departments, locations and organisations.
- Stand up for what they believe is best and trust in themselves and each other.
- Be open to others and ourselves and show a commitment to learning.
- Be open to change and respond flexibly and quickly to the changing world.
- Demonstrate organisational awareness and see the bigger picture while working towards objectives.
- Communicate effectively, ensuring their messages are understood and that they strive to understand others.
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work.
- Take responsibility for their decisions.
- Attend and contribute to Mind staff training and any other training identified as appropriate for the post.



- Ensure that all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures.
- Adhere to relevant legal and statutory requirements including the Data Protection Act, GDPR, Health and Safety at Work Act and relevant charity law.
- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business needs.
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.

## Person specification

### Essential criteria

1. Experience in producing and delivering online and in-person events from stewardship, cultivation and fundraising and more.
2. Strong writing skills with experience in producing engaging event content, marketing and fundraising collateral.
3. Creative thinker with the ability to take the lead, initiative and problem solve.
4. Strong and compassionate people management of staff, volunteers and stakeholders, and delegation skills.
5. Strong interpersonal skills with the ability to liaise with people at all levels, over the telephone, email and face-to-face
6. Strong communication skills and ability to establish and maintain trusting and productive internal and external working relationships, with the ability to lead internal and external working groups.
7. Experience in managing budgets, monitoring, recording and tracking income and expenditure
8. Excellent IT skills and experience in using fundraising databases for managing events, reporting on the impact of events and maintaining accurate, up to date records.
9. Experience in agreeing and negotiating on contracts and terms and conditions with suppliers.
10. Ability to work independently with minimal supervision, take responsibility for own workload, take the initiative, as well as to collaborate productively as part of a team.
11. Excellent organisational skills with proven ability to prioritise a varied workload and handle multiple priorities whilst maintaining excellent time management skills and accuracy
12. Knowledge of major donor fundraising practices and principles.

### Desirable criteria

1. Understanding of other areas of fundraising like corporate and trust and statutory fundraising.
2. Experience in delivering special events in other sectors.
3. Experience in delivering hybrid events.
4. Direct or indirect experience of mental health problems.