

**Queenscourt Hospice  
Role Description**

<b>Post:</b>	Events Fundraiser
<b>Responsible for:</b>	Fundraising Assistant
<b>Reportable to:</b>	Fundraising Manager
<b>Accountable to:</b>	Head of Income Generation and Communications
<b>Grade:</b>	Corporate Band D

**Role Summary:**

The Events Fundraiser at Queenscourt Hospice will take full ownership of an events portfolio, with a clear focus on meeting and exceeding income targets through innovative and impactful fundraising activities. The postholder will be fully accountable for setting, managing, and delivering against agreed budgets and plans, as the role is not only to deliver and evolve the existing events programme but to develop ambitious new initiatives that drive income and engage the local community.

In addition to excellent organisational skills, the successful candidate will be a proactive self-starter with the confidence and capability to independently manage event budgets, deliver strong ROI, and secure relevant corporate support through sponsorship and matched giving opportunities. Working closely with key team members, local supporters, volunteers, and external partners, the role holder will play a leading role in growing Queenscourt events income year on year, and line-manage the Fundraising Assistant.

**Main Duties and Responsibilities**

Events

1. Take full ownership of developing and delivering a calendar of events that drive income growth, including responsibility for setting, managing, and achieving event-specific budgets and targets.
2. Develop, plan, and implement mass participation events from concept through to delivery, ensuring all logistical, legal, and safety aspects are thoroughly covered.
3. Produce annual promotional activity plans and materials for each event, keeping them refreshed and aligned to supporter engagement strategies.
4. Lead on the creation and delivery of marketing materials, including writing compelling copy and managing multi-channel campaigns to maximise participation.
5. Ensure cost-effective procurement of materials and services, maintaining oversight of all event-related spend and ensuring it remains within budget.
6. Build and maintain productive relationships with internal and external stakeholders to identify new income opportunities and ensure smooth event delivery.
7. Actively cultivate corporate partnerships, driving sponsorship, match-funding, and in-kind donations to support event success.

### Community Engagement

8. Collaborate with fundraising colleagues to deliver integrated campaigns and ensure cohesive messaging across all fundraising initiatives.
9. Recruit, brief, and support volunteers for event roles, ensuring they are well-prepared and confident in their responsibilities.
10. Raise awareness of Queenscourt's mission through community engagement and presence at key events across West Lancashire, Formby, and Southport.
11. Represent Queenscourt at networking and external events (including evenings and weekends) to champion the charity's work and build new supporter relationships.
12. Maintain an active network across the sector, staying abreast of best practice and new ideas to continuously improve our event offering.

### Strategy and Planning

13. Lead on the development and implementation of the Events Plan, ensuring alignment with wider organisational strategy and the delivery of agreed income targets.
14. Set, manage, and take full accountability for detailed income and expenditure budgets for each event and the overall events portfolio.
15. Regularly monitor financial performance and proactively implement contingency plans to mitigate income shortfalls.
16. Work collaboratively across teams to ensure fundraising efforts are integrated and opportunities for income generation are maximised.

### Reporting and Analysis

17. Provide timely and accurate budget updates to the Fundraising Manager, ensuring transparency and financial control at every stage.
18. Analyse the performance of each event against targets and KPIs, using data to refine future plans and improve return on investment.
19. Collaborate with the Finance Officer to ensure fundraising income is processed and reported accurately and in accordance with sector best practice.

### Database Management

20. Promote excellent knowledge management and continually improve the use and integrity of Queenscourt's Donor Database (Harlequin).
21. Ensure that all event-related data is up-to-date, accurate, and compliant with GDPR and Data Protection regulations.

### Line Management

22. Provide clear and supportive line management to the Fundraising Assistant, including regular 1:1s, appraisals, and identifying relevant training or development needs.

### **Policies and Procedures**

23. Understand and comply with the policies and practices of Queenscourt.
24. To participate in an annual development and review process.
25. To attend statutory and mandatory training in accordance with Queenscourt requirements.

## **Health and Safety**

26. The post holder must familiarise themselves with matters relating to health and safety management as they affect them personally and/or Queenscourt, reporting any potential risks to life or property immediately in accordance with the Queenscourt's Health and Safety policy and procedures. Staff must use all equipment provided to undertake their role safely.
27. Be responsible for acting on any reports made to them by staff regarding health and safety concerns as per the Health and Safety policy .

## **Other**

28. Maintain absolute confidentiality in all areas of work.
29. Behave at all times with complete integrity, respect and professional dignity ensuring actions enhance the reputation of themselves and Queenscourt.
30. Make a positive contribution to the organisation and champion the values and mission of Queenscourt Hospice through all aspects of your work.
31. Any other duties commensurate with the grade and post.

## **Note:**

This document does not attempt to describe all the tasks to be performed. It will be open to periodic review and as a minimum will take place annually as part of the appraisal process and as a result, alterations and additions may be made.

## Person Specification – Events Fundraiser

Attributes Required (based on job requirements)	Essential	Desirable	How tested
<b><u>Qualifications</u></b>	<ul style="list-style-type: none"> <li>• Further study in relevant field or significant equivalent experience</li> <li>• Minimum level 2 (e.g. GCSE) qualification in numeracy and literacy</li> <li>• IT qualification or equivalent experience e.g. ECDL, CLAIT</li> </ul>	<ul style="list-style-type: none"> <li>• Certificate in Fundraising from Institute of Fundraising</li> </ul>	Application Form Certificates
<b><u>Experience</u></b>	<ul style="list-style-type: none"> <li>• Significant previous experience of promoting and delivering successful mass participation events</li> <li>• Successful track record of securing corporate sponsorship</li> <li>• Good understanding of project managing an event and / or appeal from concept to delivery on the day</li> <li>• Excellent knowledge of mapping out and delivering event logistics to include full risk assessments, route planning and securing venues / seeking relevant permissions</li> <li>• Experience of working with 3<sup>rd</sup> party agencies and suppliers</li> <li>• Familiarity with maintaining database records and experience of effectively using relationship management software</li> <li>• Experience of managing income and expenditure budgets</li> <li>• Experience of managing or supervising others</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of raising money through events and appeals</li> <li>• Experience of conducting formal appraisals</li> <li>• Overseeing and working with volunteers</li> </ul>	Application Form Interview References
<b><u>Skills &amp; knowledge</u></b>	<ul style="list-style-type: none"> <li>• Exceptional written and verbal communication skills including reports and creative writing</li> <li>• Excellent customer care skills</li> <li>• Excellent organisation and prioritisation skills</li> <li>• Excellent influencing and negotiating skills</li> </ul>	<ul style="list-style-type: none"> <li>• A demonstrable understanding of hospice philosophy</li> <li>• Knowledge of the local area</li> </ul>	Application Form Interview References Test
<b><u>Personal Qualities</u></b>	<p>Highly motivated and enthusiastic; calm attitude; can demonstrate initiative; team player who can demonstrate a positive and flexible approach along with an understanding of the charitable ethos and of working with volunteers.</p> <p>Must have own car and driving licence.</p>		References Interview

### **Disclosure and Barring Service (DBS)**

This post is subject to a disclosure and barring check

