

Job Description

Corporate & Events Fundraising Officer

FC1811



Role Details

Reports to: Products and Events Manager

Location: Central London with regular UK travel

Hours: Full time (35 hours a week) or part-time (23.5 hours a week)

Salary: £24,744 pro-rata

Contract type: 6 months (FT) or 9months (PT)

Closing date: 29 July 2018



Our vision and mission

Our vision is of a world in which working horses, donkeys and mules are free from suffering.

Our mission is to transform the lives of vulnerable working horses, donkeys and mules around the world. We relieve their immediate suffering and create lasting change by working with people, communities and organisations.

About Brooke

Brooke is an international animal welfare charity working to improve the lives of working horses, donkeys, mules and the people who depend on them.

We reach over 2 million working animals across Africa, Asia, Latin America and the Middle East. Our staff include vets, animal welfare experts and advocacy and development specialists.

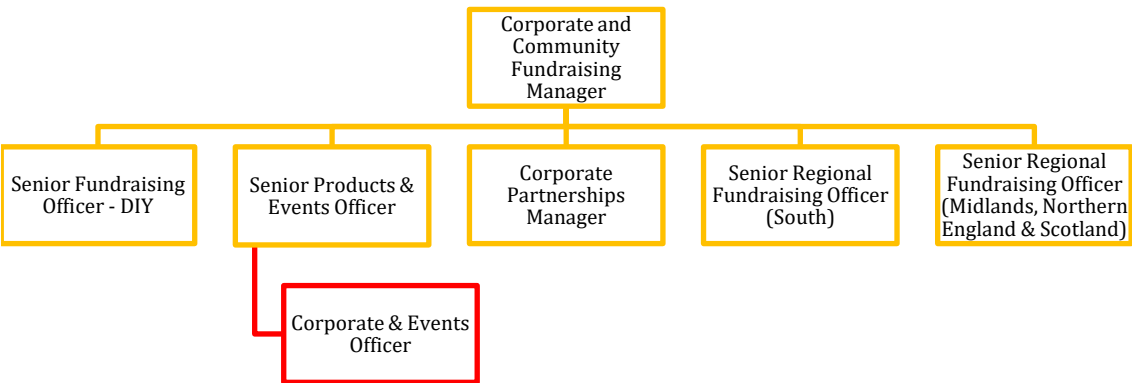
Our aim is to equip local people with the knowledge and skills to give their horse, donkey or mule a better life.

Our Values

We are proud to be Brooke. We are resourceful, share new ideas and help each other succeed. Together we make change happen.

Team Structure and Position of the role

The Corporate & Community Team



Purpose of Role

To support the Senior Products & Events Officer to maximise the income raised from a programme of established and new fundraising events, including running and challenge, mass participation and corporate fundraising events and products

This role will help recruit new supporters to take part in our fundraising events and steward event participants and employees of corporate partners.

Key Responsibilities and Duties

1. To be the first point of contact for the Corporate and Community Team and to carry out all administrative tasks as required
2. To support the Senior Products & Events Officer to deliver fundraising events across the running & challenge, mass participation and corporate fundraising portfolio
3. To recruit new participants to take part in fundraising events & products using cross channel marketing plans
4. The post holder will coordinate a selection of events, deliver against fundraising targets, monitor and report on income, evaluate and report successes and areas for improvement to the Senior Products & Events Officer.
5. To research and identify new target audiences and potential corporate partners
6. To work closely with the Corporate Partnerships Manager and the Legal Team to ensure all corporate partnerships have appropriate corporate participation agreements and are monitored effectively
7. To work with the Senior Products & Events Officer and Corporate Partnerships Manager to develop and activate bespoke and creative stewardship plans for corporate partners and event participants
8. To provide excellent supporter care through face-to-face meetings, telephone calls, email, social media and post to ensure long term commitment to Brooke
9. To keep the Corporate and Community Team pages of the website up to date
10. To ensure compliance with all relevant legislation, IOF Code of Practice and Fundraising Standards Board requirements

General

- Follow the Brooke's equal opportunities statement which aims to clarify the value we place on diversity and steps we take to promote equality of opportunity for all.
- Perform such additional tasks as may reasonably be requested from time to time by the Line Manager.

- Adhere at all times to Brooke's policies and procedures

Person Specification

The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which the decision on who to appoint will be made. Please ensure that you show how you meet the criteria outlined below in your application.

Knowledge and experience		Essential	Desirable
1	Educated to GCSE level or equivalent with grades A – C in Maths and English	✓	
2	Experience of working within a fundraising/ event organising/ sales environment, demonstrating a track record of maintaining, growing existing and new business	✓	
3	High levels of accuracy and attention to detail with strong administration skills	✓	
4	An understanding of the essential components and market trends of events and or corporate fundraising, particularly marketing, recruiting and stewarding supporters	✓	
5	Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media	✓	
6	Excellent IT skills, in particular Word, PowerPoint and Excel	✓	
7	Good coordination/multi-tasking skills and an ability to build effective working relationships with a diverse range of stakeholders	✓	
8	Resourcefulness and being a self-starter who can manage his/her own workload whilst supporting the activities of others	✓	
9	Demonstrable commitment to collaborative team work	✓	
10	Evidence of leading projects to a successful conclusion within time and on budget		✓
11	Ability to manage relationships with external committees, suppliers and agencies		✓

Our Competency Framework

Brooke's competency framework translates Brooke vision, mission and values into easily identifiable behaviours that all staff are expected to demonstrate at all times.

Competency	What it means
Self-Management	Taking responsibility for own actions, behaviours and outcomes
Learning	Taking responsibility for own learning and fostering growth and development in others
Relationship Building	Creating and maintaining harmonious and constructive working relationships with others internally and/or externally
Planning and Organising	Ensuring that time and resources are utilised to best effect for the achievement of the Brooke's goals and our mission and that others are committed to agreed courses of action
Effective Decision Making	Making clear, informed and timely decisions that lead to effective outcomes in line with the Brooke's mission
Change and Improvement	Seeking out and developing new ideas and approaches, responding positively and constructively to change and fostering a culture of continuous improvement
Collaboration and Cooperation	Working respectfully, effectively and collaboratively with others in your team, across the organisation and externally to deliver effective outcomes
Communication & Influence	Communicating clearly, concisely and compellingly in a manner that is appropriate to the audience. Engaging respectfully with others both internally and/or externally to persuade them to adopt courses of action that are in the best interests of the organisation and the animals

Employee Benefits:

Brooke has a competitive benefits package. To find out more, please visit:

<https://www.thebrooke.org/about-brooke/jobs/employee-benefits>

If you wish to get in touch with us, please contact HR at recruit@thebrooke.org