

Job Description

Senior New Products and Events Officer (Fixed Term 5 months Maternity Cover) FC1904



Role Details

Reports to: Corporate and Community Fundraising Manager

Responsible for: Corporate and Events Fundraising Officer

Location: Central London with regular UK travel and occasional overseas travel

Hours: Full time. 35 hours a week, 9am to 5 pm, Monday to Friday

Salary: £39,874 pro rata

Contract type: Maternity Cover (5 months)

Closing date: 26th March 2019



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.

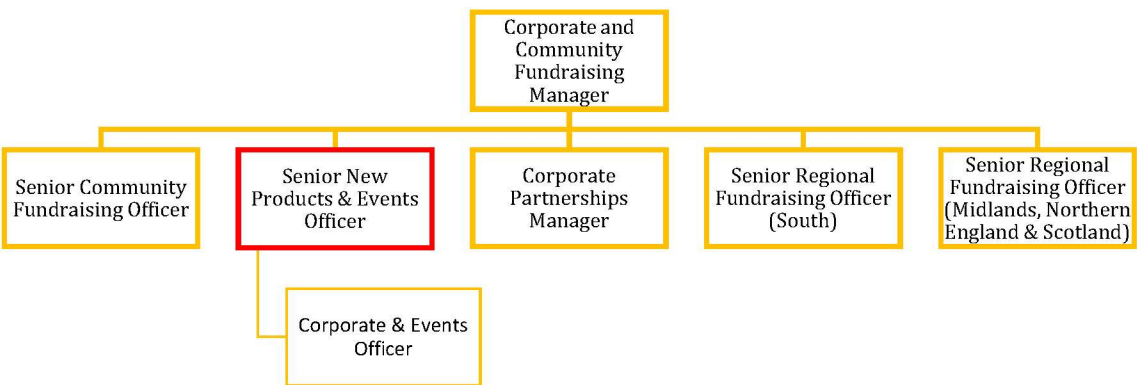
Our aim is to equip local people with the knowledge and skills to give their horse, donkey or mule a better life.

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 lead on the effective delivery of the fundraising product and event function at Brooke; responsible for managing, developing and delivering an exciting portfolio of existing and brand new fundraising products and events, evaluating and refining events, and maximising the income raised from special, running and challenge, overseas rides and mass participation events.

The fixed term post holder will have responsibility for the day-to-day product and events fundraising function to meet income targets and reduce cost to income ratios, regularly reporting to the Corporate and Community Fundraising manager. They will work to develop key internal and external relationships, event sponsors and third party supporters and organisations working across Brooke's products and events.

The role will line manage the Corporate & Events Officer who is responsible for several events and work closely with Supporter Care Team to model excellent engagement and fundraising principles and ensure that these are delivered across the organisation and that Brooke continues to deliver an exceptional and remarkable supporter experience.

Key Responsibilities and Duties

1. Responsible for growing net income through the overall success of the fundraising products and events portfolio including community, running and challenge, mass participation and corporate / employee fundraising activities.
2. To work collaboratively and flexibly with FundComm team members to spot and develop new and bespoke fundraising opportunities where appropriate and in line with strategic objectives.
3. To be responsible for the successful implementation of new products and events, working with digital, marketing and creative agencies to develop product identities and marketing plans, and all FundComm teams to recruit participants.
4. To be responsible for the successful marketing of all products and events, recruiting participants from the database as well as new supporters.
5. To be responsible for evaluation of Brooke's products and events and develop clear sets of metrics to monitor performance.
6. To manage the expenditure budget for new product design, development, implementation, marketing and stewardship.
7. To lead the development, implementation and delivery of the events portfolio across the organisation, including mass-participation events such as MyHackathon, special events (Brooke's Christmas carol service) third party events (London Marathon, Great North Run and Edinburgh Marathon Festival) and a new Overseas Horse ride in India planned for 2020
8. To ensure that all products and events follow the IOF's fundraising code of practice.

9. The post holder will have line management responsibility for the Corporate and Events Officer, the successful achievement of their targets and their professional development in line with overall policy and the strategic objectives.
10. Manage external stakeholder relationships including agencies and key suppliers.
11. To run regular planning meetings with appropriate colleagues, ensuring a co-ordinated, integrated and joined up approach across the organisation
12. Management responsibility for all administration and organisational matters relating to the products and events function.
13. The role holder will be responsible for sourcing best practice and insight from wider fundraising sector.
14. To develop an ongoing programme of research and development that will identify new product partners, new fundraising opportunities and market competitors.
15. Deliver a systematic supporter journey, communications and stewardship programme in line with the overall strategy – guiding and working in partnership with the Supporter Care Team
16. The role holder will work with the all internal stakeholders to ensure products and events are targeted to appropriate supporter segments
17. To ensure the effective management and effective utilisation of Brooke's database and supporting systems with regards to products and events management.

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	Demonstrable experience successfully developing fundraising products or managing events	✓	

2	Proven project management experience and the ability to adapt to challenges/changes whilst meeting income and activity targets	✓	
3	Excellent communication skills (written and oral), able to adapt communication style to recognise the need of the audience	✓	
4	Evidence of an ability work to deadlines in a fast-paced environment while managing a wide range of internal stakeholders, external relationships, activities and volunteers at one time	✓	
5	A self-starter with strong team-working and organisational skills and the ability to remain focused within a dynamic environment.	✓	
6	A strong understanding of and experience of marketing events or products via all digital channels in order to recruit participants and raise funds	✓	
7	Experience managing a budget	✓	
8	Experience creating and reporting on annual operational plans	✓	
9	Previous line management experience.		✓
10	Experience of working within a 'test and learn' environment.		✓

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