

Job Description

JOB TITLE: **SPONSORED EVENTS MANAGER**
REPORTS TO: **SUPPORTER FUNDRAISING MANAGER**
DIVISION: **FUNDRAISING**

JOB PURPOSE:

To develop, initiate and manage a sponsored events fundraising programme for WWF, delivering the overall programme to meet income and expenditure budgets, ensuring that supporter engagement opportunities are maximised and supporter expectations met.

For FY12 the programme will include:

- Third party events (marathons, other running events, cycling and other sponsored events)
- WWF events (Earth Hour and other fundraising events)

Dimensions:

Expenditure: £190,000

Income: £436,000

Staff: 1 full time Events Assistant

PRINCIPAL ACCOUNTABILITIES:

- Develop and implement WWF's sponsored events fundraising strategy, increasing our presence in existing events and testing new events;
- Work with colleagues and supplier agencies to develop a comprehensive strategy to recruit, motivate and manage volunteer fundraisers for sponsored events;
- Develop and implement appropriate plans, processes and content for;
participant recruitment,
response handling,
events fundraiser database
communications plans
target setting
project learning and evaluation.
- Work to agreed targets for income and expenditure;
- Assess potential new events for testing within the WWF events portfolio. Fully evaluate each event to ensure optimal presence in future;

- Contribute effectively to the ongoing development of other WWF projects, where appropriate, such as Earth Hour and the Blue Mile swimming event;
- Develop positive working relationships with fundraising and non-fundraising staff;
- Support the Events Coordinator to plan and deliver event logistics;
- Write and submit proposals to external event organisers to secure a WWF presence. Work with our corporate fundraising team to maximise corporate partner support for our events programme.

PERSON SPECIFICATION:

- Degree or equivalent level education;
- A minimum of 3 years direct marketing and/or fundraising experience – ideally with sponsored event experience;
- Experience of developing and leading large, complex projects;
- Proven track record of delivering successful events, campaigns and strategies;
- An insight or understanding of customer relationship management principles;
- Experience of budgeting and cost control;
- Experience of using online media to develop and build relationships with supporters;
- Experience of dealing with volunteers and event fundraisers;
- Self starter able to work with only light supervision;
- Advanced project management, time management and scheduling skills;
- Influencing and negotiating skills;
- Strong written and verbal communication skills;
- Line management experience an advantage;
- Willing to work occasionally at weekends and outside office hours.

OUR SUCCESS FACTORS

All staff in the organisation are expected to demonstrate that they fulfil or can develop the skills, knowledge and behaviours that comprise WWF-UK's Success Factors. In summary, these include:

Getting the big picture: doing what is best for the organisation as a whole by thinking and acting in line with WWF-UK and WWF Network strategies.

Achieving results: knowing what must be done and successfully delivering, helping others along the way.

Working together: collaborating across teams, divisions, the WWF Network and with partners for greatest impact.

Managing myself: managing thinking, emotions and communication for personal effectiveness.

Managing others:* guiding and developing individuals to achieve their objectives in line with organisations plans, priorities.

* Only for positions with line management responsibility.