

Habitat for Humanity Great Britain

Job Description	Responsible to:	Communications Director
Events Manager	Responsible for:	Events Executive. Interns from time to time
Date created/amended:	3 December 2013	
Location:	Slough	
Job Summary:	To fight poverty by raising funds to enable everyone to have a safe and decent place to live by using events to reach new audiences and raise funds.	
Purpose:	To develop and deliver an exciting new events programme. You will organise and oversee the successful running of events from start to finish. You will also get involved with providing logistical support to joint events with third parties.	
Flexibility:	Habitat for Humanity Great Britain is a small organisation that is seeking to grow in order to maximise its contribution to its vision and mission. This inevitably means that the organisation must adapt to be successful. For the charity to be adaptable, we also need a flexible staff. It is a requirement of the post holder to be flexible in terms of location (within reason), line management, and duties and responsibilities. Your statutory rights are not impinged by this flexibility clause.	

Responsibilities:	Competencies:	Skills, knowledge and experience required:
<ol style="list-style-type: none"> 1. Working closely with the Communications Director, you will be developing and implementing HFHGB's events plan to reach new target markets, on budget and on time: 2. Reach out to new audiences through industry specific B2B shows, fairs and conferences. 3. Reach out to new audiences through consumer DIY and renovation shows and fairs. 4. Use education and travel events to promote the Global Village volunteer programme. 5. Create and run our own events to raise our profile, e.g. Ambassador (supporter engagement) events, and Late Night London. 6. Support our ambassadors and supporters to raise funds at their own mini-fundraising events and challenges like marathons. 7. Look for opportunities to use the shows and exhibitions (without taking a stand) to reach target audiences and raise funds by: <ul style="list-style-type: none"> • Getting distribution of leaflets into show brochures. • Getting free ad space in brochures and on websites. • Arranging collections at doors. • Arranging distribution of promo material on the entrance. • Tapping into the event email campaigns before and after the show. • Sponsoring the programme of events. • Arranging talks and seminars. • Working with key influencers. • Providing all support and promotional material. 8. Design the exhibition stand so that it presents the core proposition of the charity to each audience, 	<ul style="list-style-type: none"> • Working together – expert: creates approaches that improve teamwork across all channels. • Strategic thinking – expert: writes and creates SMART strategic plans. • Communicating, influencing, selling and persuading - expert. • Striving for excellence – expert: leads initiatives that improve event management and provide a role model for continuous learning and development. • Managing knowledge - expert: leads initiatives that improve event management. • Managing resources – expert: organises own and 	<ul style="list-style-type: none"> • Essential: • Educated to degree level, preferably with a marketing, event management or business degree, with some experience of event management. • Strong commitment to the mission and values of HFHGB. • Proven success in creation of and delivery of an events plan on time and on budget. • Significant experience of delivering complex events against time, quality and resource targets. • Ability to use project management tools.

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<p>gets a buzz around the stand and ensures maximum data collection and direct debit signups at every event, engaging audiences through strong visuals, film on a wide screen TV, data collection points, fun and interactive games and demonstrations, prize draws, competitions using:</p> <ul style="list-style-type: none"> • Leaflets • Advertising on and off line • Inclusion in event visitor email lists • Inclusion in PR activities for the show • Working with the PR, Advertising and Social Media Manager, ensure coverage across all channels. <p>9. Make appointments to sell the idea of HFHGB as the charity of the year at key home improvement events in the UK, e.g. the Ideal Home Show, and the National Self-Build and Renovation Centre. Negotiate maximum coverage to raise funds and raise the Habitat for Humanity GB brand and profile.</p> <p>10. Take the exhibition stand to these key events and represent the charity where necessary.</p> <p>11. Purchase places on challenge events like marathons and half marathons, ensuring that we have supporters on the ground willing to take up the challenge.</p> <p>12. Recruit and build a team of volunteers who can support activity around all events by talking about what we do, handing out leaflets, getting direct debit signups and collecting donations.</p> <p>13. Using project management tools, manage projects in a timely fashion, professionally and on budget.</p> <p>14. Formulate budgets for all events using appropriate cost controls and working with all departments.</p> <p>15. Provide comprehensive analysis and reporting on all events and feedback to the Communications Director and Senior Leadership Team.</p> <p>16. Working closely with the Communications Director, provide all supporting promotional material for events, e.g. leaflets, banners, T-shirts, advertising on and off line.</p> <p>17. Work with the marketing team to drive up attendance at all events.</p> <p>18. Work with the Corporate and Major Donor Fundraisers to identify sponsorship opportunities.</p> <p>19. Work with the Corporate and Major Donor Fundraisers to identify opportunities to take our exhibition stand to conferences and industry-specific exhibitions and shows.</p> <p>20. Work with the Supporter Services Team to accurately record information for and from events.</p> <p>21. To ensure that event attendees receive clear, professional, concise and timely information.</p> <p>22. To organise attendee feedback for all events and to evaluate each event.</p> <p>23. To ensure that all staff are fully briefed about events in a timely fashion.</p> <p>24. Ensure activities are in compliance with legal, regulatory and Health and Safety requirements.</p> <p>25. To deliver other duties that may arise from time to time as directed.</p>	<p>others work. Generates and implements new ideas, manages budgets.</p> <ul style="list-style-type: none"> • Thinking strategically – expert: ability to develop and implement the events strategy. • Delivering results – expert: analyses objectives, considers options, plans, manages, and takes responsibility for achieving goals on budget. • Opportunistic – expert: ability to research and seek out new opportunities which will generate income and reach key influencers. 	<ul style="list-style-type: none"> • Experience of budget management. • Excellent project management, administration and organisational skills. • Ability to plan and manage a heavy workload. • Solid IT skills in a number of applications: Word, email, Excel and use of CRM systems and Adobe Photoshop. • Strong on team working. • Experience of representation on exhibition stands. • Proven success in communications planning and delivery. • Use of social media tools. • Experience in the charity sector. • Experience of managing a team of volunteers. • Strong copy writing ability. • Experience of selling and negotiating.
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