

SAINT FRANCIS HOSPICE



JOB DESCRIPTION

JOB TITLE	Events Lead – Maternity Cover
GRADE	5a
REPORTS TO	Events & Community Manager
KEY RELATIONSHIPS	Internal: • Events & Community Manager • Wider Events & Community Team • Head of Public Fundraising • Head of Major Gifts & Partnerships • Director of Income Generation • Supporter Care & Database Manager • Database Marketing Officer • All staff and volunteers, including those working for Saint Francis Hospice Retail External: • Event participants and volunteers • Saint Francis Hospice supporters • Suppliers and contractors
RESPONSIBLE FOR	This role does not have line management responsibility

JOB SUMMARY

The Events Lead will be responsible for the planning, development and delivery of a successful events program at Saint Francis. With a focus on our own events, maximise income, engagement with supporters and raising awareness of the Hospice.

The post holder will manage a portfolio of events and work closely with the Events & Community Manager on the introduction of new event products. They will ensure this activity is delivered in line with agreed targets and excellent supporter stewardship is at the forefront of this important area of fundraising.

MAIN DUTIES AND RESPONSIBILITIES

Strategy & Planning

- Develop and implement the events fundraising plan in line with the overall fundraising strategy.

- Identify opportunities to grow income through innovation, new event ideas, and market trends.
- Monitor performance against budgets, KPIs, and timelines, reporting regularly to senior colleagues.

Event Delivery

- Lead on the end-to-end delivery of the charity's own events such as Memory Walk
- Coordinate logistics, suppliers, venues, and health & safety requirements.
- Ensure events are delivered on time, within budget, and to a high standard.

Supporter Recruitment & Stewardship

- Recruit, motivate, and steward event participants to maximise fundraising and retention.
- Deliver engaging supporter journeys that enhance long-term relationships with donors and participants.
- Work closely with the communications/marketing team to promote events across digital and offline channels.

Teamwork & Leadership

- Support and inspire staff and volunteers involved in event delivery.
- Work collaboratively with colleagues across fundraising, marketing, and supporter care.
- Actively promote the events portfolio to internal audiences, staff, trustees being aware of how they can get involved

Finance & Administration

- Manage event budgets, tracking income and expenditure.
- Negotiate contracts and ensure value for money from suppliers.
- Maintain accurate records on the CRM system.

ADDITIONAL REQUIREMENTS OF POSTHOLDER

SENSITIVITY AND PROFESSIONALISM: As an employee of Saint Francis Hospice you should expect that it is likely that you will come into contact with individuals in our care, their loved ones and members of the public who are at the end of life or recently bereaved. All employees are expected to respond to people recounting and expressing their emotions about such events with sensitivity and understanding, and to know enough about the services that the Hospice provides to be able to signpost people who may benefit from our services to the relevant contacts.

CONFIDENTIALITY: The post holder must maintain confidentiality, security and integrity of information relating to individuals and their loved ones, staff and other hospice matter during the course of duty. Any breach of Confidentiality may become a disciplinary issue.

DATA PROTECTION: It is the responsibility of all staff to be aware of their obligations in respect of the Data Protection Act 2018.

EQUAL OPPORTUNITIES: The hospice is committed to the development of positive policies to promote equal opportunity in employment and has a clear commitment to equal opportunities. All employees have a responsibility to ensure that they

understand the standards expected and that they promote and adhere to the equal opportunity measures adopted by the hospice.

HEALTH AND SAFETY: All staff must be familiar with section 2 of the Health & Safety Policy, Organisation of Health and Safety. This document sets out the responsibilities of all staff for health and safety, whether in a supervisory capacity or not. Policy section 3 (arrangements for Health and Safety) provides an overview of training for competence in Health and Safety matters.

HOSPICE IDENTITY BADGES: Hospice ID badges must be worn at all times whilst on duty.

SMOKING: The hospice acknowledges its responsibility to provide a safe, smoke free environment, for its employees, service users and visitors. Smoking is therefore not permitted at any point whilst on duty, in accordance with the guidelines set down within the Hospice No Smoking Policy.

REGISTRATION COMPLIANCE/CODE OF CONDUCT:

All employees who are required to register with a professional body to enable them to practice within their profession are required to comply with their code of conduct and requirements of their professional registration.

WORKING TIME REGULATIONS: The 'Working Time Regulations 1998' require that you should not work more than an average of 48 hours in each week. For example, in a 26 week period you should work no more than 1248 hours.

Please note that this job description is not definitive or restrictive in any way. It is a guide to the responsibilities of the role. It may be reviewed, in consultation with the post holder, in light of changing circumstances and the changing needs of the Hospice.

The post holder will be expected to perform any other such duties as might reasonably be required by the Director and will work in accordance with all Hospice Policies and Procedures.

In an emergency, all staff may be required to work different hours or carry out different tasks to those set out in their contracts of employment. This will be done in consultation with individuals and taking into account any special circumstances that may exist.

PERSON SPECIFICATION

Events Lead

E = ESSENTIAL		D = DESIRABLE	
Demonstrating the Hospice Values – Collaborative, Compassionate, Creative <i>This section is mandatory, do not change</i>			
Compassionate – we are a caring team, kind to each other and put the needs of individuals and their loved ones at the heart of what we do.		E	
Collaborative – we value working in partnership across our communities and are proactive about nurturing relationships with our stakeholders.		E	
Creative – we are forward-thinking, adaptable in our changing world and embrace change and innovative ways of working.		E	
Qualifications & Training			
☐	Educated to degree level or significant work experience in Events fundraising and management	E	
☐	Fundraising qualification		D
Skills/Abilities/Knowledge			
☐	Strong team player with good interpersonal skills and an ability to communicate effectively with people at all levels	E	
☐	Excellent communication skills, both written and verbal	E	
☐	Good analytical skills with an ability to research and analyse potential new ventures in Events fundraising	E	
☐	Good financial management skills	E	
☐	Working knowledge of Microsoft Word, Excel and PowerPoint	E	
☐	Experience of working as part of a busy team with multiple priorities	E	
☐	Ability to make clear judgements and decisions	E	
☐	Strong research abilities and knowledge of Events best practice	E	
☐	Working knowledge of Health and Safety and Public Liability issues when running events and fundraising activities	E	
☐	Ability to objectively review processes. Proposing changes to Streamline existing ways of working and implementing efficiencies	E	
☐	Knowledge of the work of hospices and in particular, Saint Francis Hospice		D
Experience			
☐	Demonstrable events management experience or similar role	E	
☐	Experience of effective time management and prioritising conflicting workloads successfully	E	
☐	Experience of working with volunteers	E	

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Other Requirements			
☐	Ability to maintain and understand the importance of confidentiality	E	
☐	Ability to provide specialist advice to a wide range of stakeholders	E	
☐	Driven, self-motivated, enthusiastic, forward thinking.	E	
☐	Must be available to work out of hours when necessary, including evenings and weekends	E	
☐	Must be able to carry out manual duties in the course of preparing for, running and breakdown of events and other fundraising activity	E	

I confirm that I have read the Job Description/Person Specification, and the duties contained therein and accept the conditions of this role.

NAME:

SIGNATURE:

DATE: