

Job description: Head of Events

Title:	Head of Events
Team:	Philanthropy
Reports to:	Director of Philanthropy and Partnerships
Direct reports:	Events Officer
Salary:	£48,000 - £55,000 per annum
Contract:	Permanent
Working hours:	Full time (37.5 hours per week)
Location:	Central London, (currently trialling hybrid working - at least two days per week in Impetus office)
Starting date:	ASAP

About Impetus

Impetus transforms the lives of young people from disadvantaged backgrounds by ensuring they get the right support to succeed in school, in work and in life.

We find, fund and build the most promising charities working with these young people, providing core funding and working shoulder-to-shoulder with their leaders to help them become stronger organisations.

In partnership with other funders we help our charities expand and we influence policy and decision makers so that all young people get the support they need.

Impetus currently has 35 members of staff, supporting 20 charities with programmes across England, Wales and Scotland.

Our Values

We are wholly orientated towards more and better outcomes for young people, invest in trust-based relationships to drive meaningful change, believe diversity of thought, background and experience makes us smarter as an organisation, are committed to the benefits of collaboration and partnership and try to practice joy, care, a focus on results and intellectual challenge in our culture.

About the team

The Philanthropy team raises income for Impetus and for Impetus partner charities. The team consists of eight staff, expanding to eleven with the recruitment of three

new hires to help us implement our new strategy. Impetus has an annual income of c.£7-8 million which we are looking to grow to £10 million within the next few years. The team is led by the Director of Philanthropy and Partnerships.

The Philanthropy team works with major donors, corporates and grant making trusts. We work collaboratively with colleagues across the organisation to ensure we make a compelling case to generate new financial commitments and wider support for our work. The team also deliver a high-quality engagement programme of volunteering and pro bono for Impetus's corporate supporters as well as an ambitious events programme, including a gala dinner which raises over £1m annually.

Impetus is driven by a shared belief in tackling the barriers that hold back young people from disadvantaged backgrounds in education and employment. Alongside investing extensive financial and non-financial support in our charity partners through our Investment Team, we also seek to influence decision makers to design and implement evidence led policy and direct new resources to get young people the support they need through our Public Affairs team. We are resolutely focused on outcomes, driven by quality evidence.

You would be joining a team that is passionate, rigorous, determined, creative and warm. We care deeply for our colleagues, our charity partners and the young people we serve.

About this role

A central role for Impetus, this is an exciting opportunity to manage Impetus's already successful income generating and cultivation events programme whilst also completely rethinking our income generating strategy around events, creating fresh new ideas and opportunities.

The events programme is a very significant core of Impetus fundraising development, cultivation and stewardship of key donors and partners from the Private Equity industry and beyond, bringing in approximately £2 million gross annually. Key donors thrive on the opportunity to come together through Impetus events and the programme is a critical mainstay of relationship development.

Part of the Philanthropy Team, the role manages one member of staff and works collaboratively with all members of fundraising and key relationships across the organisation.

You will be responsible for delivering Impetus' events strategy and programme and managing our events, communications and associated stakeholders for the projects. As part of the new development of the programme, we would ideally like to secure further sponsorship for some of our events.

You will have the opportunity to bring your extensive experience of events management and delivery, a head for strategy and creative flair to revolutionise our approach as well as a hands on, can-do approach.

Keeping a cool head, you'll confidently make effective decisions under pressure. You will be a friendly, approachable and enthusiastic team member in nature, with excellent interpersonal skills to liaise with supporters, donors, stakeholders and other team members at all levels.

Key responsibilities

Line management

- Line manage and support the Events Officer, including fortnightly review meetings, performance reviews and day-to-day supervision.
- Develop and track events KPIs that reflect Impetus priorities and ensure we achieve our targets

Events

- Oversee all aspects of running of the flagship income generating events: Transforming Lives Dinner, the Impetus Triathlon and the Impetus Futures Summer Party.
- Review existing flagship income generating events. Apply specialist knowledge of the fundraising and events environment to develop new and different ideas and opportunities to fulfil an ambitious income target and grow donor relationships.
- Work closely with the Philanthropy Team to execute high-quality fundraising events that drive significant income and build and grow donor relationships.
- Continually evaluate the events calendar, looking specifically at issues such as return on investment and time resources required.
- Oversee all aspects from conception to evaluation (suppliers, sponsors, logistics, support to event guests).
- Manage budget development and setting of income targets for each event. Oversee day-to-day management of budgets.
- On-site management of Impetus events including management of staff, briefings, and live trouble shooting.
- Post-event reconciliation through event debriefs held with all stakeholders and account reconciliation.
- Main liaison for all sponsorship relationships from pitch, signing of contract, throughout the event to deliver on all items, final thank-yous and post-event debrief.
- Development, value and evaluate all sponsorship and seek new partnerships where possible, identifying opportunities as they arise, and working closely with the Philanthropy Team.
- Manage relationships with events pro bono contacts providing strategic planning for each relationship, reporting, and project management.
- Develop and provide events reports to Director of Philanthropy and Partnerships for Development Committee and Board.
- Ensure all events data is held centrally on the CRM database.

- Ensure all events comply with legal requirements, health and safety regulations and the Institute of Fundraising codes of practice.
- Maintain a specialist knowledge of the fundraising and events environment to assess and develop new fundraising ideas and opportunities.

Marketing/Communications

Working closely with the Communications and Philanthropy teams:

- Manage the delivery of the marketing/communications strategy for Impetus events, raising our profile with each relevant stakeholder group, deploying the key Impetus/event messages that need to be communicated to them and using the most effective channels for doing so.
- Manage delivery of targeted external collateral for online and offline platforms in-house and through managing external agencies (including brochures, presentation decks, photography, film, newsletters, website), working closely with the Communications team
- Ensure all events messaging and collateral is in line with Impetus brand guidelines

Person specification

Essential

- Experience of developing events strategy
- Experience of running events generating income at a high six-figure level and their ongoing development.
- Experience of developing effective and attractive marketing/communications collateral around events.
- Experience and understanding of corporate/major donor fundraising and the corporate donor marketplace.
- Experience of securing sponsorship partnerships.
- Excellent relationship management and communication skills, with the ability to relate to people at all levels in a range of business functions
- Motivational skills and the ability to lead the events programme and project management based on experience of strategy and delivery.
- The ability to be curious and to look beyond own area of expertise.
- Ability to work as a team player, enlisting support from others.
- Exceptional aural, verbal and written communications skills.
- Excellent organisation and prioritisation skills.
- Excellent attention to detail.
- An organised, strong project manager with the ability to devise event plans and use project/account plans, budgets, and other financial information.
- A calm approach working well under pressure and the ability to meet tight deadlines in a fast-paced environment while managing multiple projects.
- A commitment to Impetus' mission

- A commitment to equality, diversity and inclusion

Desirable

- Knowledge of the youth sector.
- Knowledge of the private equity sector.

We believe that a diverse workforce leads to an organisation that is more open, creative and gets better results.

We want our team at Impetus to represent the diversity of the people and communities we serve. We also want our team to be one where different experiences, expertise and perspectives are valued, and where everyone is encouraged to grow and develop.

We want to reach a diverse pool of candidates. We are happy to consider any reasonable adjustments that potential employees may need to in order to be successful.

We recognise the importance of a good work/life balance. We do everything we can to accommodate flexible working, including working from home, working part-time job shares and other arrangements.

Please just let us know in your application or at any stage throughout the process (and beyond) if these are options you'd like to explore.

How to apply

The application deadline for this position is rolling and we welcome your application when you are ready. We are assessing applications as we receive them.

Please send your CV in the first instance to Charlotte Wilmot, Director, Eardley Wilmot, charlotte@eardleywilmot.co.uk who is working with us on this appointment. Similarly, if you would like to hear more about the role or the work of Impetus, please do not hesitate to contact Charlotte.

Subsequently, you will be asked to provide a cover letter referencing your experience and motivations reflecting the criteria of the person specification for consideration for interview.

At Impetus as part of our application process we also ask if you could complete the following equal opportunities monitoring form:

<https://www.surveymonkey.co.uk/r/ImpetusRecruitment-EqualOppsMonitoringForm>

As part of our commitment to flexible working we are open to considering a range of options for the successful applicant, and all options can be discussed.

We would also ask as part of your application that you provide proof of your eligibility to work in the UK.

Your personal data will be shared for the purposes of the recruitment exercise. This includes our HR team, interviewers (who may include other partners in the project and independent advisors), relevant team managers and our IT service provider if access to the data is necessary for performance of their roles. We do not share your data with other third parties, unless your application for employment is successful and we make you an offer of employment. We will then share your data with former employers to obtain references for you. We do not transfer your data outside the European Economic Area.

Impetus is an equal opportunity employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, race, age, disability, religion, belief, sexual orientation, or marital status. We value diversity and welcome applications from people of all backgrounds.