



JOB DESCRIPTION

Job Title:	Events, Community and Regional Manager
Directorate:	Strategy and Transformation>Comms and Fundraising
Location:	Hybrid Role – Two days a week in the office
Reporting to:	Head of Partnerships
Responsible for:	1x Regional Partnerships Coordinator, 1x National Community and Events Officer

PURPOSE OF THE JOB

Reporting to the Head of Partnerships, you will manage all aspects of St Mungo's Events, Community and Regional Fundraising programme. You will be responsible for developing a strategic approach to supporting growth in these areas whilst empowering your team to take St Mungo's Regional, Community and Events Fundraising to the next level.

Within the role you will devise and implement a new Events, Community and Regional strategy, helping to shape growth and to position fundraising at the heart of St Mungo's development. In addition, you will be responsible for growing and exceeding fundraising income targets from community groups and event participants in line with the overall strategy.

The role will lead the implementation of our Events, Community and Regional fundraising strategy, whilst project managing a range of challenge events and fundraising products. The role will also build and maintain relationships with high value community fundraising groups.

The role involves a great deal of project management and innovation and will require the post holder to confidently drive projects forward, whilst carefully managing a range of internal and external stakeholders. We are looking for someone who will marry up their creativity with their passion for fundraising, to grow our portfolio of activities and help us engage with new communities. Our clients and supporters are at the heart of everything we do, and we are looking for someone who shares our vision.

This is a hands-on role, and you will be managing St Mungo's larger events and community activity, whilst managing and supporting your team to deliver on the programme.

KEY RESPONSIBILITIES

- Oversee the development and implementation of the National Community and Events strategy with a focus on growth.
- Devise and oversee the delivery of a successful and growing national events programme in line with targets.
- Develop a three-year strategy that aligns with the organisational desire to grow unrestricted funds and

builds supporter engagement across fundraising.

- Grow the national community fundraising programme, maintaining and developing effective donor relationships and supporting a successful donor journey for St Mungo's supporters.
- Build and lead a successful Events, Community and Regional Team.
- Be responsible for the Events, Community and Regional Team income target, generating income in excess of £400k.
- Lead on reviews of the Events, Community and Regional Team targets and KPI's, taking appropriate action to ensure team targets and KPIs are achieved whilst creating a culture of improvement.
- Work with the Communications Team developing and maintain a regular marketing and stewardship programme with key audiences (internal and external) using all channels available as appropriate (digital media, events, newsletters, phone calls etc).
- Develop effective working relationships with St Mungo's colleagues in the wider Fundraising team and the operational side.
- Drive forward a culture of best practice and regulatory compliance across the Events, Community and Regional Team.

To Lead and manage a team

- Taking the lead in recruitment and selection of new staff to the team.
- Developing performance targets and quality control measures for the work of the team, and monitoring team members' work to ensure that these are met.
- Supporting staff by setting clear objectives and holding individual supervisions regularly.
- Ensuring good communication between staff by holding team meetings regularly, and additional briefings as necessary.
- Inducting new staff and planning the continuing development of existing staff on the basis of an annual appraisal.
- Managing the workload of the team to ensure that adequate cover is provided at all times.
- Ensuring the health and safety of team members. This will include implementing procedures for office safety and use of computer equipment.
- Defining (and reviewing from time to time) the roles of staff to ensure these support the function's aims and objectives.
- Operating St Mungo's disciplinary and grievance procedures where necessary.

Strategic Leadership

- Lead on developing and implementing the National Community and Events strategy in order to meet the annual income target.
- Work collaboratively with managers across Fundraising and Communications, leading and supporting on cross-organisational projects
- Foster a positive atmosphere within the team, modelling effective leadership and making sure the team are aware of opportunities to develop.
- Ensure good communications between the team by holding regular team meetings and supervisions and additional briefings as necessary.
- Develop, support and implement supporter journeys ensuring the team is working strategically to steward our supporters.
- Contribute to the development, planning and implementation of annual plans and strategy.

Financial management, budgeting, analysis and administration

- Devise, set and monitor against team KPIs, including income, expenditure, donor loyalty and return on investment.
- Provide regular projections and reporting to support wider fundraising team planning and growth.
- Control budgets, developing systems to code income and provide reporting and analysis to inform future activity.
- Become fully conversant with the functions of Raisers Edge, maintaining accurate records

Regulatory

- Manage reputational issues and record positive and negative feedback systematically.
- Take responsibility for ensuring legal and regulatory compliance, including IOF Code of Conducts, Gift Aid rules, Fundraising Regulator, GDPR and the Charity Commission.
- Identify, respond to, and where appropriate escalate, risks and issues, providing feedback to the Head of Partnerships on progress and recommending alternative action where required.

GENERAL

- Adhere to St Mungo's Policies and Procedures at all times.
- Cover for other members of the team and division as necessary.
- Being proactive in reviewing and evaluating own performance and identifying and acting upon areas for improvement and development.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or reasonably required by more senior members of staff.
- Attend and participate in divisional and team meetings and other meetings as required.

This job description covers the current range of duties and will be reviewed from time to time. It is St Mungo's aim to reach agreement on changes, but if agreement is not possible, St Mungo's reserves the right to change this job description.

PERSON SPECIFICATION

Events, Community and Regional Manager

Although we are keeping direct experience/knowledge requirements to a minimum, we do need you to use the application form or supporting statement to demonstrate your capabilities, in relation to the essential requirements in the person specification below. Where relevant use your answers to illustrate how your competences have helped you achieve positive results.

ESSENTIAL REQUIREMENTS

Experience, Skills, Knowledge and Abilities required for application form:

1. Experience of working in, and growing income from Community, Events and Regional fundraising.
2. Experience of organising (planning, budgeting for and implementing) successful participation events and community fundraising activities.
3. Experience of developing and delivering outstanding donor journeys and customer service.
4. Experience of managing and motivating a team and managing budgets.
5. Excellent communication skills, both written and spoken – the role will involve liaison with a wide range of donors and staff at all levels of the organisation.

The below Experience, Skills, Knowledge and Abilities will be assessed at different stages of the recruitment process and throughout induction and training:

6. A determined and results-focused individual, with a track record of achieving fundraising targets.
7. An ability to lead, motivate, delegate, collaborate and negotiate in order to achieve the objectives of the team and the wider organisation.
8. Ability to manage a busy workload and multiple priorities.
9. A creative and critical approach to work.
10. Good administration skills including proficiency in using word processing, database and spreadsheet packages, such as Raisers Edge, Microsoft Word, Access and Excel

The following are required of all roles with St Mungo's. However, you do not need to address these in your application.

- Genuine interest in and commitment to St Mungo's work and client group.
- An understanding of and commitment to diversity & equality.
- Willingness and ability to work hours outside of normal office hours on occasion (time off in lieu will be granted).
- Willingness to work flexibly in response to changing organisational requirements.

In the selection testing/interview process, we will be assessing candidates against the following competencies:

COMPETENCY	PRIMARY INDICATORS
Improving and Innovating	<ul style="list-style-type: none"> • Is open to new ideas, improvement and change. • Handles situations and problems with innovation and creativity. • Shows commercial and financial awareness.
Interacting and Influencing	<ul style="list-style-type: none"> • Takes responsibility and demonstrates values-driven leadership. • Shows self-awareness. • Works well with other people. • Collaborates and networks effectively internally and externally. • Shows sound communication and influencing skills.
Understanding and Doing	<ul style="list-style-type: none"> • Able to find and analyse relevant written and numerical information and use it to make sound judgements. • Able to think strategically. • Demonstrates the necessary technical skills and aptitudes at the level that are required for the role. • Has good writing skills at the level required for the job. • Plans, organises and manages time well. • Demonstrates compliance and accountability.
Involving and Including	<ul style="list-style-type: none"> • Builds client/stakeholder involvement into all activities. • Is client and customer focused. • Aware of own level of cultural competence and proactively seeks to develop. • Actively promotes equality, diversity and inclusion among colleagues and clients.
Managing and Empowering (for managers only)	<ul style="list-style-type: none"> • Builds a high performing team. • Provides staff with clear direction and support. • Motivates, supports, enables and promotes the wellbeing of their team. • Manages the operational aspects of their function efficiently. • Implements plans, strategies and services effectively. • Actively contributes to service growth.