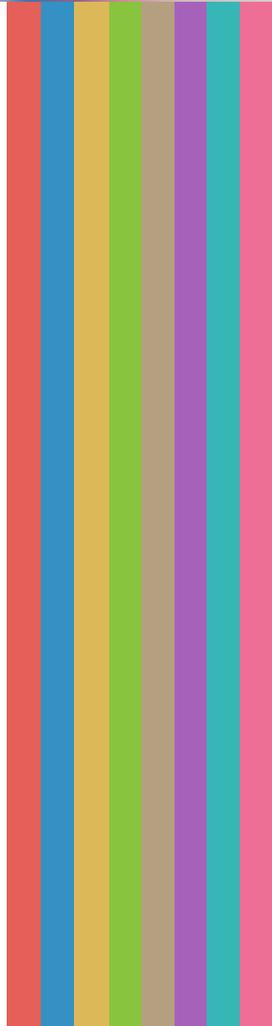


PEOPLE
POTENTIAL
POSSIBILITIES

Events Manager

THE RUGBY PORTOBELLO TRUST, PART OF P3 CHARITY

APPOINTMENT BRIEF
APRIL 2022



About The Rugby Portobello Trust

The Rugby Portobello Trust (RPT) is a North Kensington charity that support children, young people and families from all across west London. Through arts, sport, music, mentoring and support in educational, employment, mental health and wellbeing, we help children and young people in our community to overcome barriers to reach their full potential.

We have a team of 40 staff members and we support more than 1,300 people every year, we run services seven days per week and we are supported by more than 200 volunteers. We are more than 80% funded through fundraising events, donations, corporate support and grants from small trusts and foundations, with our fundraising events making up almost 40% of our total income.

The Rugby Portobello Trust is a part of the national charity People Potential Possibilities (P3 Charity). Being a part of this network gives RPT the ability to keep our back-office costs low and direct the majority of our fundraised income to frontline services. Despite being a part of a national network, RPT remains a local charity for local people, supported by the local community. All funds raised by the RPT support projects in North Kensington.



About our Fundraising Events

The Rugby Portobello Trust's fundraising events are essential to the ongoing success of The RPT's community services. Our events make up 50% of our fundraised income and 40% of our overall income. They are supported by 60 well-connected fundraising volunteers and attended by more than 1,200 local donors and supporters.

Our fundraising events raise essential unrestricted funds for our North Kensington children's and young people's programmes. This enables us to be flexible in our approach, adapting our programmes as and when needed to best suit the needs of the local community.

During the pandemic, RPT ran a completely virtual offering of fundraising events, resulting in a 25% increase in income from events. In 2021, our fundraising events raised £473,500 (net) – a further 17% increase from 2020.

Our events portfolio is made up of in-house events, third-party challenge events and supporter-led events. In 2022, our fundraising events calendar includes a Spring quiz, the London Marathon, a Summer supporters' dinner, a Summer music event, an Autumn auction dinner and a Christmas market. These events are expected to raise in excess of £471,000 (net).



About our Fundraising Events

The success of our events is down to the commitment of our 60 fundraising volunteers, who run our event committees. These local members of the community leverage their influential networks to support The RPT and our Events Manager supports these committees to execute the events in such a way as to maximise fundraising capacity, capitalise on support and deliver the events inline with best practice as set out by The Fundraising Standards Board, Charity Commission and HMRC regulation.

Our events programme is an essential piece to our fundraising development plan. We are looking for an experienced Event Manager who can deliver our established events programme, build on the historical success of these events by increasing income year-on-year and grow and diversify our support-base through our events.

The successful candidate will have 2+ years' experience planning, executing and managing events from conception to completion and will have a track record of going the extra mile to ensure supporters have a memorable experience and continue their support for our work. This candidate will also have excellent relationship management and networking skills, experience managing six-figure budgets, exceptional communication skills, be a creative thinker and have the ability to identify opportunities for financial growth, including spotting early trends in the market.

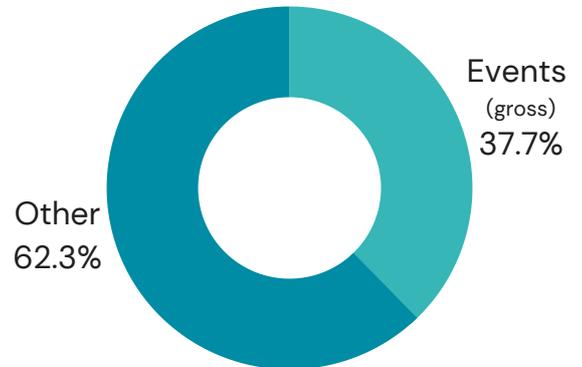
Our Events Manager will work collaboratively with the Director of Fundraising and our well-established high-value events committees.



Impact of Events

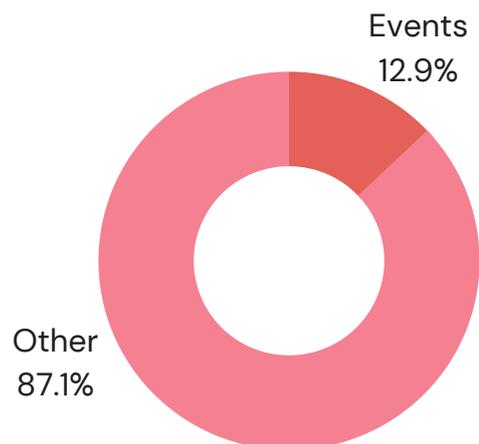
TOTAL 2021 INCOME

£1,484,856



TOTAL 2021 EXPENDITURE

£1,137,902



RETURN ON INVESTMENT

Every **£1** spent on fundraising events in 2021 raised **£3.80**, with **£2.80** going directly to our services for children, young people and mothers



Job Description

| | |
|--------------|---|
| POST: | Events Manager |
| LOCATION: | Rugby Portobello Trust, 221 Walmer Road, London W11 4EY with hybrid-working options |
| REPORTS TO: | Director of Fundraising and Grants |
| DBS CHECK: | This post is subject to Adult & Child Workforce regulations |
| CONTRACT: | Permanent, part-time or full-time (negotiable) |
| HOURS: | 30 - 37.5 hours per week (negotiable) |
| SALARY: | £32,000 - £36,000 (pro rata, based on experience) |
| BENEFITS: | Pension contribution, free enrolment in PayCare (healthcare cash-back plan), flexible working with part-time home-working option (once settled into post) |
| JOB PURPOSE: | To work within the Fundraising Department to plan, execute and manage fundraising events on behalf of P3's Rugby Portobello Trust. |



Key Responsibilities

- Lead on the planning, execution, management and administration connected with The Rugby Portobello Trust's fundraising events, including but not limited to agreeing event budgets; finding and securing venues; completing event-related risk assessments; organising facilities and amenities; sourcing, liaising with and booking contractors; organising venue layouts and set-up; producing event programmes; managing event-related websites; developing event-related comms strategies; and booking and managing event-related staff and volunteers.
- Organise event-related committee meetings, including working with Committee Chairs to set agendas, coordinate meetings, take minutes and disseminate accurate minutes in a timely manner.
- Support Event Committees to successfully plan and execute fundraising events to meet targets and recruit new members to help grow the events and RPT's supporter base year-on-year.
- Lead on event administration, including but not limited to post-event accounting and record-reconciliation, Gift Aid updates, banking, reporting income to finance, post-event comms to donors and guests and updating supporter CRM.
- Lead on proposal and management of event-related PR and comms, including but not limited to event-related social media campaigns and PR outreach to local and relevant media outlets.
- Support the Fundraising Department by proposing new fundraising events with potential to grow income and diversify supporter base.
- Lead on the growth of participation in RPT's challenge events.
- Be the key contact for community-led fundraising and outreach events.
- Support the Fundraising Department with other Fundraising-related duties, as required.



Key Responsibilities

Organisation-wide

- Liaise and communicate effectively with all P3's personnel, volunteers, supporters and other charities, where appropriate.

Delivering Equality

- Foster the equality, diversity and rights of others by ensuring people are respected and valued as individuals.
- Promote the rights and needs of people who use P3 services in the community.
- Work within the framework of P3's equality and diversity policy at all times.

Other

- Undertake such other duties appropriate to your role, as may be required from time to time.
- Undertake all duties in accordance with all P3 policies and work towards their continuing development and implementation.
- The employee may on occasions, and in necessary circumstances, be called upon to undertake work in other locations in order to ensure RPT and P3's commitments to people we work with are fulfilled.
- Undertake development activities as necessary and appropriate to the role.
- The employee will be expected to work hours consistent with fundraising events and activities, which may include occasional nights and weekends.
- The employee may be asked to work hours in addition to contracted hours and will be paid accordingly.

All job descriptions are subject to periodic review.

This job description covers the range of duties required. It is P3 policy to, wherever possible, reach agreement on changes, however if this is not possible, P3 reserves the right to change the job description in line with the needs of the organisation.

Person Specification

Values

- Recognise and value all aspects of equality and diversity
- Understanding of and commitment to the importance of accessing training, learning and development opportunities
- Understanding of those who use our services being enabled to have greater opportunities to exercise their rights

Experience

- Minimum 2 years planning, executing and managing events, preferably within a fundraising setting
- Managing committees, volunteers or staff in an fundraising-related environment
- Setting and managing budgets upwards of £100k
- Planning, executing and managing virtual events and online campaigns desired, but not required
- Engaging with media outlets through PR desirable, but not required
- Experience managing websites desired, but not required
- Previous experience in corporate relationships desired, but not required

Knowledge and Understanding

- Knowledge of Fundraising Regulator policies and guidance desirable
- Knowledge of Gift Aid rules and procedures desirable



Person Specification

Skills and Abilities

Communications and Relationship Building

- IT Proficiency, including Microsoft Office (Word and Excel essential), Social Media for business purposes (Instagram, Twitter, Facebook, YouTube)
- Ability to use or willingness to learn basic design software to produce flyers, social media content and newsletters
- Excellent networking and relationship building skills
- Excellent interpersonal, communication and written English skills
- Ability to communicate effectively with all members and levels of staff and volunteers
- Ability to build relationships with diverse individuals and manage expectations of different stakeholders

Management

- Exceptional people management and diplomacy skills
- Strong budget management skills
- Ability to adapt to and effectively manage change
- Exceptional time management and organisational skills
- Ability to prioritise and manage own workload

Other

- The ability to produce clear, concise and accurate work
- Ability to work as part of a team as well as use own initiative and work with minimal management



How to Apply

To apply, please send your CV and covering letter to bestjobinfundraising@rpt.org.uk with the subject "**APPLICATION: [Your Name]**"

For questions about this post, please contact our Director of Fundraising on erin.coburn@rpt.org.uk to arrange a call.

For more information about The Rugby Portobello Trust, please visit our website: www.rugbyportobello.org.uk

Closing date for applications is 5pm on Thursday 14 April 2022.

Shortlisting to take place Friday 15 April 2022.

First-round interviews will take place between 18-29 April 2022.

