THE PRINCE’S TRUST JOB DESCRIPTION

ROLE PROFILE

Job Title:
Head of Events

Introduction to The Prince’s Trust
Youth charity The Prince's Trust gives practical and financial support, developing key workplace skills such as confidence and motivation. It works with 13 to 30 year-olds who are unemployed or at risk of unemployment through underachieving in education.

The Prince’s Trust is an optimistic and ambitious organisation. This positive approach is essential if we are to inspire and motivate the most marginalised and disengaged young people to achieve their best in life.

Our Vision: Every young person should have the chance to succeed.

Our Values are:
- Approachable – we are open minded and value diversity
- Non-judgemental – we focus on the potential not the past
- Inspiring – we lead by example
- Empowering – we enable positive change
- Passionate – we are absolutely committed to supporting young people

Context of Work
In the UK, currently there are more than 1 million young people aged 16-24 who are not in education, employment or training (NEETs) and 950,000 young people in England. The Trust works with around 55,000 young people across the UK and over 41,000 in England. The Trust supports young people through teams of staff, volunteers and delivery partners in three English regions and offices in Scotland, Wales and Northern Ireland.

Young people are supported through a variety of programmes such as xl, Team, Get Started, Get into, Enterprise and Development Awards together with a variety of smaller developing programmes to which are added new initiatives as they come on line. The Trust also operates a network of Prince’s Trust Centres, which direct delivers the Fairbridge programmes. In addition, The Trust provides further enterprise support to young people through Youth Business Scotland.

Our funding streams are a mix of private and public sector and this role will lead on the strategic implementation of the Events allocation of the private sector income generation. The Trust needs to raise £50m+ each year of which around £18m is currently derived from the public sector/government and £26m from the private sector.
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Reports to:
Senior Head of Events

Responsible for:
Event Manager(s)

Responsibility:

- To play a leading role in the development of the organisation-wide events strategy in collaboration with other Heads and Senior Heads within the team
- To lead the development and delivery of major fundraising events in accordance with the event strategy, contributing to the delivery of a £5 million+ net budget
- To lead development of The Trust’s event sales and ticketing processes, working with third party providers, and ensure the upkeep of our fundraising database - Raisers Edge - relevant to all event participants
- To ensure that appropriate risk assessments are carried out and that events are safe and in accordance with ethical, legal, insurance and Fundraising Code of Practice requirements
- To ensure that detailed and accurate budgets are prepared and that project plans are in place for all events
- Ensure the best possible relationship and account management for event partners of The Trust, maximising income and partner-satisfaction
- To work with other teams across the organisation to support relationships with partners and supporters, by providing event opportunities to facilitate engagement and stewardship.
- To manage high value 3rd party event relationships where The Trust is a beneficiary, in accordance with legal and contract requirements
- Ensure follow up to major events is efficient and effective, securing maximum funds and building stronger relationships
- To support Country and Region event teams with the development and delivery of large scale regional trading events as appropriate
- To work with the Marketing department and other fundraising teams, to drive sales and recruitment of event attendees and participants from the general public and existing supporters
- To build excellent internal and external relationships – with colleagues, supporters and suppliers, proactively seeking relationships that will benefit The Trust
- Ensure adherence to Prince’s Trust Trading guidelines
- Ensure adherence to The Prince's Trust Governance regulations
- To identify and stay abreast of key market trends and new opportunities in the Events arena, specifically with regard to the charity sector, championing the uptake of these within the organisation where appropriate
- To line manage Event Manager(s) as required
- To remain linked to the Young People we support by attending programmes/presentations
- Any other duties within competence as required

Budgetary Responsibility:
Contributing to a team budget of £5m+ net with responsibility for leading projects generating circa £1m net.
PERSON SPECIFICATION
The successful candidate will be an experienced fundraiser, event manager and motivational leader. They will have fundraising and commercial skills and the ability to network with senior personnel in the public, private and volunteer sectors, as well as strong financial, and project/account management skills. They should be able to demonstrate that they understand the challenges that face disadvantaged young people. They will also have an enthusiasm and passion for the work of The Prince’s Trust and a conviction to deliver high positive outcomes for the young people we serve. They should be able to demonstrate that they can deliver results through both direct and non direct reporting teams.

Experience:
- Demonstrable experience of leading the delivery of a wide range of mass participation and special events to exceptionally high standards
- Experience of creating and designing new event propositions based on market opportunity, including developing a highly engaging programme of participation events for individual and/or corporate supporters
- Demonstrable experience of generating and growing income through both mass participation and special events
- Demonstrable experience in marketing events through both online and offline mediums including social media
- Experience of building long-term partnerships with external organisations that generate income and wider value
- Experience of preparing detailed budgets and managing activities according to them
- Experience of developing staff to improve their performance and future capability
- Experience of delivering to deadlines and meeting performance goals within a target-driven environment
- Experience of managing project groups and committees
- Experience of using Microsoft packages accurately with exceptional attention to detail
- Experience of using a Customer Relationship Management (CRM) system, preferably Raiser’s Edge

Knowledge and Skills:
- An effective project lead who is able to manage multiple and complex projects to achieve successful results
- Demonstrable ability to manage and motivate teams towards shared goals
- Strong communicator, able to build rapport with contacts in multiple sectors at all levels
- Proven sales, influencing and negotiation skills, with ability to influence both internal colleagues and external supporters and suppliers
- Strong understanding of the key drivers for event participation within the wider economic context
- Strong understanding of the commercial and charity events market-place and of factors such as pricing, customer expectations, and feasibility, specifically within the special and mass participation arenas
- Excellent negotiation skills, able to secure activities, initiatives and prices for The Prince’s Trust that would not be available to others
- Excellent Communication skills – written, verbal and experience of making presentations
- Excellent organisational and prioritisation skills
- An excellent understanding of donor stewardship and care
- Able to work on own initiative to find creative solutions to problems
- Good delegation skills, and the ability to work closely and effectively with line reports, peers and senior staff and volunteer.
- An understanding of corporate social responsibility and employee fundraising
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Competencies/Behaviours:
- Emotionally resilient, flexible and able to work with ambiguity, group pressures, the opposition of ideas and difficult tasks
- Ability to stay calm and work effectively under pressure to get the job done
- Creative problem solving approach
- Entrepreneurial, responsive and opportunistic
- Energetic and with a willingness to work outside of ‘normal’ office hours
- Tenacious and determined
- Approachable – will be open minded and value diversity
- Non-judgemental – will focus on the potential not the past
- Inspiring – will lead by example
- Empowering – will enable positive change
- Passionate about The Trust’s goals and delivering excellence
- Passionate about all types of events, from gala dinners and award ceremonies, to physical challenges and mass-participation events

EMPLOYMENT TERMS

Grade: Band 5
Location: Glasgow