



Job Description: Special Events Manager

Hours: 21 hours per week

Location: Hybrid

Reports to: Head of Partnerships

Purpose of the role:

Back Up has a long and successful track record of delivering high-profile, high-value special events. These events are supported by influential committees and play a critical role in raising income, stewarding donors and connecting supporters with our purpose.

The Special Events Manager will plan, manage and deliver the Back Up's exciting Special Events calendar, including our flagship City Dinner, Front Row Fashion Show and The Back Up Ball. Working across teams, you will plan and deliver cultivation and stewardship events to ensure our long-term sustainability. Working with the Head of Partnerships, Corporate Partnerships Manager, Special Events Co-ordinator, senior internal and external stakeholders and volunteers, you will drive vital sponsorship and income to support Back Up's mission to support all people affected by spinal cord injury.

You'll build strong relationships with new and existing key stakeholders and collaborate across teams to deliver real impact, through memorable events that align with our values. You'll join a passionate and ambitious partnerships team, working across trusts and foundations, corporate partnerships, promotions, sponsorship and special events.

Key stakeholders: Back Up staff and Senior Leadership Team, Back Up Trustees and Development Board, Special Events Committees, event attendees (incl. major donors, supporters, corporate contacts, employees, friends and families of people with spinal cord injury).

Values:

Our values are central to our approach:

We embrace challenge:

Challenge is central to our learning and growth; it helps us gain knowledge and skills. By finding ways to overcome challenge and move forward we gain a sense of achievement, supporting us to realise our full potential.

We have fun:

We believe that having fun allows us to connect with others, whilst opening up opportunities to develop, achieve and get the most out of life, showing that there is a positive future after spinal cord injury.

We build inclusive communities:

We achieve more for people affected by spinal cord injury when we work together. We are collaborative and inclusive in our approach. We embrace diversity, working with and

supporting individuals, groups, and the wider spinal cord injury community, bringing people together.

We are ambitious for each other:

We are driven by the needs of people with a spinal cord injury and their families. We are passionate, striving to be the best. We set high standards, and we work hard to reach them. We are proactive, push boundaries, try new approaches and we learn quickly. We recognise that failure doesn't have to equal loss, rather an opportunity for growth. We listen to what people affected by spinal cord injury want and we seek innovative responses based on their feedback.

RESPONSIBILITIES:

1. General

Event Management & Development

- Lead the full end-to-end management of City Dinner, Front Row and the Back Up Ball, ensuring excellence in planning, supplier management, logistics, delivery and guest experience.
- Develop and manage project plans, timelines, budgets, creative direction, production, risk management and operational delivery.
- Drive income generation through sponsorship, auctions, pledges, prize sourcing and other fundraising mechanisms, including games.
- Ensure events deliver against income targets, stewardship objectives and brand standards.
- Work across teams to ensure timely follow-up, stewardship and post event journeys to maximise long-term engagement and value.
- Monitor and report on Events KPI's to the Head of Partnerships.
- Evaluate each event, including through surveys and insight work with stakeholders, and provide analysis to Head of Partnerships, the Director of Fundraising and SLT.

Committee, Volunteer & Stakeholder Engagement

- Serve as the primary operational lead for high-profile committees, providing guidance, structure and momentum to volunteers.
- Support the recruitment and onboarding of new committee volunteers, ensuring that any gaps in expertise are monitored and acted upon.
- Build strong relationships with Committee Chairs, committee members, board members, senior Volunteers, and sponsors - ensuring they feel supported, valued and motivated.
- Prepare agendas and briefings for committee meetings, offering recommendations, support and insights.
- Undertake post-event discussions and analysis with committees.

Line management

- Line management of the Events Co-ordinator to ensure they are supported, developed and performing to a high standard.

Donor & Guest Experience

- Create experiences that meaningfully connect guests with Back Up's purpose, impact and beneficiaries.
- Work with the Head of Partnerships and Head of Public Fundraising to embed philanthropic touchpoints and stewardship into every event.
- Ensure meticulous delivery across invitations, guest management, communications, scripts, staging, content, speakers and hospitality.

Contribution to Philanthropy & Events

- Provide insight and leadership to strengthen Back Up's partnerships strategy and integration with high-value fundraising.
- Work collaboratively with Corporate Partnerships, Individual Giving, Major Donors, Community and Challenge, Trusts and Services teams to maximise cross-programme value.

Administration, Finance & Governance

- Lead on data accuracy, financial tracking, CRM recording, ticketing, acknowledgements and reporting.
- Monitor income and expenditure, reforecasting as needed with the Head of Partnerships.
- Oversee supplier contracts, health & safety (including risk assessments), insurance and compliance requirements.

2. Other key responsibilities

- Contribute to a collaborative, creative and expert fundraising culture by sharing ideas and best practice across the team.

PERSON SPECIFICATION:

Essential:

- Experience delivering complex fundraising events with high income targets and senior volunteer engagement.
- Strong track record of committee management and influencing at a senior level.
- Excellent organisation, project management and time management, with the ability to prioritise effectively.
- Outstanding interpersonal, negotiation and relationship-building skills.
- Proven ability to work independently, exercising sound judgement and initiative.
- Resilient, flexible and confident working under pressure and to tight deadlines.
- Commitment to Back Up's mission and values

Desirable:

- Previous experience of People Management with a coaching approach to reviewing development, impact and performance.
- Experience in philanthropy, corporate or major donor stewardship.
- Experience designing or developing new events.
- Understanding or experience of spinal cord injury

We welcome applications from everyone and encourage people from Black, Asian or other ethnically diverse backgrounds, those with a disability as well as those with all

levels of spinal cord injuries, to apply. We're committed to building a diverse and inclusive team where everyone feels valued and supported.

TERMS AND CONDITIONS – Special Events Manager

Type of Employment

- Permanent

Pay

- £41,000

Hours of work

- Your normal hours of work will be between 9am and 5pm, a total of 21 hours per week.
- Some flexibility of working hours may be required in accordance with the needs of the charity.
- Flexibility in working hours may be negotiated to enable a better work/life balance or to meet particular needs as required, including consideration of part-time or job share.

Probation

- There will be a six-month probation period.

Notice Period:

- Three calendar months on either side, after a satisfactory six-month probationary period. During probation, notice will be one week either side.

Disabled access

- The office is fully wheelchair accessible.

Staff Benefits

- Holiday - You are entitled to 22 days paid holiday per year plus bank and public holidays pro rata. This increases by one day per year up to a maximum of 25 days (pro rata).

Additionally, the office is closed between the Christmas and the New Year period giving an additional 3 days.

- Pension - Back Up has a designated stakeholder pension scheme that staff can join. With a staff contribution of 5% salary, Back Up will contribute 3% into this scheme.
- Generous sickness pay provision.
- Access to financial advisor – annual initial exploratory meeting with an independent FSA.
- Season ticket loan: an interest free loan for the purchase of a season ticket.
- Ride to work scheme.
- Study and sabbatical leave.
- "My day" – 17.5 (pro rata) hours per year to carry out voluntary work.
- Life Assurance – 3 times annual salary.