

# Job Description:

Special Events Coordinator

# Welcome

**Job Description:** Special Events Coordinator

**Hours:** Full time 35 hours per week

**Location:** Hybrid- minimum one day per week in the office. Travel required

**Reports to:** Special Events Manager

## Purpose of the role:

Back Up is renowned for delivering bold, high-profile special events that inspire, connect and generate transformational support. Backed by influential committees and senior supporters, our events are central to our fundraising success - bringing people together around a powerful purpose and raising vital income to change lives after spinal cord injury.

Working alongside the Special Events Manager, you will take the lead on delivering Back Up's standout Special Events programme. From the glamour of our flagship City Dinner and Front Row Fashion Show to the show-stopping Back Up Ball, you'll create unforgettable experiences that excite supporters, deepen relationships and maximise income. As a key member of the Partnerships Team, this is an opportunity to be right at the heart of Back Up's fundraising - using creativity, organisation and flair to transform lives.

### Principal Roles:

- Delivering our calendar of special and cultivation events, working with Event Committees and the wider team.
- Event delivery such as managing suppliers, guests, volunteers, and undertaking risk assessments.



## Our Values

All roles at Back Up should reflect our core values:

### 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.



**“Becoming a mentor and realising that I have the ability to make a difference to somebody’s life has been a completely positive experience.”**

(Mentor)



## Specific responsibilities

### Supporter care, stewardship and engagement

- Recruit, manage and support guests attending Back Up's high-profile special events, delivering a seamless and memorable experience from invitation to follow-up.
- Work closely with the Partnerships Team to engage, steward and strengthen relationships with corporate partners and sponsors connected to special events.
- Recruit, develop and manage a dedicated team of volunteers, supporting them in line with Back Up's volunteering policy and ensuring they feel confident, motivated and appreciated.
- Partner with the Finance team to ensure robust, efficient processes are in place to handle income, process donations and thank supporters promptly and accurately.
- Support Event Committee members by coordinating meetings, preparing agendas and minutes, and enabling committees to play a meaningful role in the success of events.
- Build strong relationships with the Services Team to recruit people with spinal cord injury, along with their family and friends, to engage with and benefit from our special events programme.

### Operational Events Co-ordination and Support

- Deliver the operational coordination of Special and Cultivation events, including managing enquiries, fundraising communications and timely supporter thank-yous.
- Prepare and maintain detailed risk assessments with the Special Events Manager to ensure safe and professional event delivery.
- Manage and build strong relationships with key suppliers and service providers.
- Work with the Communications Team to deliver creative marketing and communications plans that grow audiences and raise awareness of events.
- Support the Special Events Manager to develop and deliver the annual special events fundraising plan, contributing to budgets and KPIs to increase income and reach.
- Proactively identify and develop new and existing Special and Cultivation event opportunities.
- Maintain accurate and up-to-date records of all supporter, guest and volunteer interactions on the database.
- Keep up to date with fundraising best practice and sector standards.
- Provide regular reporting to the Special Events Manager, including progress against KPIs and budgets.
- Undertake other duties as required to support the Special Events programme.

**Key stakeholders:** Fundraisers, Corporate supporters, Special event suppliers, Back Up staff, committees, volunteers and trustees



# Person Specification

## Essential

- Events, Community or Challenge fundraising experience.
- Excellent interpersonal skills; a real people person able to connect with and engage a wide range of people
- Experience of inspiring and motivating fundraisers
- Setting targets and meeting or exceeding them
- Being highly organised. Able to plan, balance and cope with competing priorities
- Good written, verbal and presentation skills
- Computer literate and a competent user of charity fundraising databases
- Experience of updating website pages and working with fundraising event platforms
- Strong team working orientation; collaborative, flexible and supportive
- A proactive approach to all areas of work
- Willing and able to work occasional evenings and weekends and to travel

## Desirable

- Working or volunteering in a small or medium sized charity
- Creating marketing plans to advertise fundraising events
- Engaging and inspiring volunteers as part of a fundraising function
- Developing effective working relationships and systems with a finance team
- A creative flair with regards to the look and feel of events and how they are promoted
- Understanding or experience of spinal cord injury or other disability

We welcome applications from everyone and encourage people from Black, Asian or other ethnically diverse backgrounds, as well as those with higher level spinal cord injuries, to apply. We're committed to building a diverse and inclusive team where everyone feels valued and supported.



# Terms and Conditions

## Type of Employment

Permanent

## Pay

£28,000

## Hours of work

Your normal hours of work will be between 9am and 5pm, a total of 35 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 meet particular needs as required.

## Probation

There will be a six-month probation period.

## Notice Period

Two 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 including toilet

## Staff Benefits

- Holiday - You are entitled to 22 days paid holiday per year plus bank and public holidays. 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

