



Special Events & Engagement Manager

Appointment brief
December 2023

UWS **EDUCATE THE FUTURE**
CHANGE THE FUTURE

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charity recruitment specialists



About us

Education accelerates poverty reduction, female empowerment, and improved infant mortality. Yet, 244 million children worldwide are out of school. This changes now.

UWS works to ensure children have access to quality, inclusive education in remote and marginalised communities by collaborating with local partners, communities and governments.

We deliver schools, we train teachers and we strengthen education systems.

Our low-cost, high impact model builds capacity, not dependency. This ensures that education systems continue to flourish beyond our involvement.

Shifting focus from delivering change in the short term, to empowering change for the long term, we go beyond educating the future, to changing it.

Our vision is Zero Education Poverty.

Job description

Job title:	Special Events & Engagement Manager
Reporting to:	(Interim) Director of Fundraising
Department:	Fundraising
Location:	London, UK
Type of contract:	Temporary Maternity Cover Mid Feb – End of January 2025
Working hours:	37.5 per week
Salary:	£35,000 per annum

Purpose of the role

The Special Events & Engagement Manager will play a key role in driving forward UWS' approach to audience engagement and development to maximise acquisition, development and retention of existing and new supporters to drive loyalty and value .

The post holder will work in close collaboration with the Fundraising Team and Trustees to lead and develop our events portfolio making it easy and enjoyable for new and existing audiences to support and engage with UWS. The post holder will maintain strategic oversight of UWS priority audiences, the UWS brand, messaging and channels, supporter journeys, and retention and development strategies. They will manage the Events portfolio to drive acquisition pipelines and giving opportunities across Philanthropy and Corporate.

Key tasks and responsibilities

Events and fundraising products

- Be jointly accountable for the delivery of c£350kpa events income
- Lead & manage the development and delivery of an annual series of high quality engagement and fundraising events (in person and virtual) to support the acquisition and retention of High Value Supporters, working with relationship managers to ensure clear post event stewardship journeys are in place.
- Collaborate effectively with Trustees and other senior stakeholders to deliver the portfolio
- Develop inspiring activation and engagement activities for events and to support the wider Fundraising Team
- Respond to the Fundraising Team's plans to develop products and propositions ensuring the communications are effective and relevant
- Manage income and expenditure budgets and develop clear performance indicators linked to all activities.

Job description

Stewardship and engagement

- Segment and identify audiences to create and deliver on an engagement plan to grow the brand and supporter engagement opportunities
- Work with the Fundraising Team to develop a clear oversight of donor journey mapping and stewardship touch points and the role events plays in long term cultivation plans.
- Create collaborative cultivation plans utilising the CRM system to engage event supporters long term to develop long term support.
- Develop and implement the agreed tactics needed to engage these audiences e.g email marketing campaigns
- Lead the development of Hubspot to ensure data collection, recording and reporting of donor activities is consistent and can be used to inform donor retention and development plans
- Keep up to date on giving and engagement trends across the sector and feed this into our approach and activities .
- Support the develop the brand through event and other engagement activities ensuring it reflects the organisation's strategy and be an advocate and brand guardian
- Support the development of inspiring fundraising propositions working with other team members and external agencies when needed.

Leadership

- Develop annual objectives, KPIS and action plans
- Monitor performance indicators for the t programme, taking action and developing contingency plans to protect annual income projections
- Provide direction and leadership to this area of Fundraising, building trusted relationships with colleagues across UWS

Be an engaged and active member of the wider leadership Team

- Ensure all work compliance with fundraising policy, industry best practice, and GDPR
- Undertake other tasks as required to support and contribute to the fundraising strategy and those of United World Schools
- Play an active role in the team and across the organisation as a whole and foster good working relationships and enhance communications with colleagues.



Person specification

Experience, knowledge and competencies

Essential

- Developing and successfully delivering annual work plans in collaboration with others
- Developing and delivering a portfolio of high value events £100k+
- Experience of working with CRM/database
- Experience of developing and managing supporter journeys
- Creating compelling fundraising propositions and event propositions
- Developing the value of supporters through a variety of stewardship techniques
- Experience of managing of senior stakeholders
- Creative and entrepreneurial in approach
- Excellent interpersonal skills with the ability to operate effectively across a wide range of audiences and stakeholders.
- Excellent planning skills
- Excellent written and verbal communication skills, including excellent attention to detail.
- Ability to manage a varied and busy work load
- Ability to work on your own initiative with a flexible, positive attitude towards work.

Desirable

- Working for a charity
- Communications and Marketing experience that drives action using a variety of channels
- Working with high value development boards and committees
- Experience of Canva design programme

Other

Every individual at UWS needs to be able to:

- Be committed to UWS vision, mission and values and apply them in their daily behaviour and work.
- Be committed to undertaking UWS's safeguarding training and adhering to relevant policies, to ensure everyone who comes to contact with UWS are as safe as possible



More information

Benefits

As a UWS member of staff, you are one of the organisation's most important assets. We want you to love working for us, and to feel supported in maintaining a healthy work-life balance, and to develop personally and professionally while you're with us to give us your best!

Trips to our countries

Knowing the people we work with and support is critical to ensure you are effective in your role in the UK, and maximising the contribution you make.

Holidays

25 days annual leave plus 8 statutory bank holidays per calendar year.

Pension

4% employer contribution to pension

Flexible Working

In order to support all staff in maintaining a healthy work-life balance, we offer flexible working.

Learning and development

The quality of United World Schools staff is paramount to the organisation's success, and as our activities and ambitions evolve and develop, so too do we need our staff to. United World Schools positively assesses the skills and experience of staff regularly and offers opportunities for learning and development.



How to apply

To apply please send the following:

- An up to date CV
- A Supporting Statement (no more than 1 x A4 pages) highlighting your suitability for the position and why you are interested

All applications will be treated in the strictest confidence.

UWS is committed to the safeguarding of children and ensuring we recruit safely is central to this commitment. All applicants will be required to undertake a DBS (Disclosure and Barring Service check (or country-equivalent background check) as a condition of employment.

UWS is an equal opportunity employer and commits to treating all applicants fairly. We actively promote diversity and inclusion and encourage applications from under-represented groups. We oppose all forms of unlawful and unfair discrimination on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

Please submit your completed application to lucy.mcbride@harrishill.co.uk by 9am, Friday 5th January 2024.



Thank for you reading our appointment brief. If you wish to have an informal discussion, have any queries on any aspect of the appointment process, or need additional information please contact **Lucy McBride** at **Harris Hill** on **020 7820 7324** or lucy.mcbride@harrishill.co.uk.

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