

Sheffield  
Hospitals  
Charity

# **Events Fundraising Officer**

**Job Description**

September 2024

# We are Sheffield Hospitals Charity

We help Sheffield's hospitals, community teams and health and social care services to cover costs their NHS budgets can't. We fund support for patients and staff, life-changing research and more, so that we can enhance care from **birth to the end of life and everything in between.**

We provide additional funding to **Sheffield Teaching Hospitals NHS Foundation Trust** and **Sheffield Health and Social Care NHS Foundation Trust** who support people at every stage on life's journey. From welcoming babies into the world on the **Jessop Wing**, to supporting cancer care at **Weston Park**, and specialist care at the **Royal Hallamshire, Charles Clifford** and the **Northern General**.

**Somewhere along the line, our funding is likely to have helped you or someone you love.**

As well as funding provisions for patients, our grants also contribute to training, equipment and wellbeing projects for NHS professionals.

By looking after the staff and services at the centre of patient care, we're making sure they're ready to look after you.

The work we fund is only possible through generous donations, fundraising events, corporate support and a coming together of our community. With your help, we'll make sure that the care you and your loved ones receive is the best it can be.

Further information:

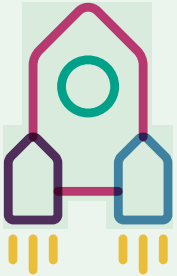
[Sheffield Hospitals Charity Strategy 2024-27](#) and [Impact Report 2023/24](#).

# Our values



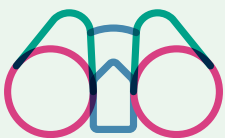
## We're the best together

We work collaboratively with our beneficiary Trusts and other organisations to have the greatest impact for the people of Sheffield. We help our supporters and volunteers to give back to the NHS in ways that suit them. We employ talented people and encourage each other to be the best we can be.



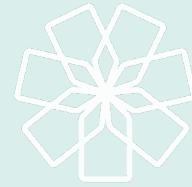
## We go the extra mile

Whether you're a patient, NHS staff, supporter or employee, we strive to make people feel uplifted. Our funding is always above and beyond what the NHS can provide, and we ask: how can we fund the best outcomes in this area? We go the extra mile for each other, our beneficiaries and our supporters, and ask: how can we help? As a team, we celebrate our successes and work hard to improve and innovate.



## We look to the future

We help build a brighter future for the NHS in Sheffield. When funding, we ask: how will this help our Trusts now and in the future? As a charity, we aim to be financially and environmentally sustainable. When investing in our charity, we ask: does this help build a sustainable organisation and a happy, productive team?



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# About our fundraising

This is a very exciting time to join the Sheffield Hospitals Charity fundraising team. We have ambitious plans to grow our fundraising from £1.82m in 2023/24 to over £4m in 2026/27.

We fundraise across multiple income streams: Community & Events (C&E), Corporate Partnerships, IG Lottery & Legacy, Philanthropy, Trusts & Foundations, but are also very much one team. A key part of our plan for the future is to develop truly integrated fundraising strategies and propositions, with relationship building and supporter experience at the heart of everything.

We are diversifying our income streams across all fundraising areas in order to achieve these goals and create sustainable income generation for the charity. That includes testing and scaling new products, events and activities.



**This is a role with loads of opportunity for growth – we’re looking to really expand and diversify our events portfolio and you can own this. We’ve got a brilliant Community & Events Manager (who will be your line manager) and team. Our whole fundraising team is working together across income streams and is genuinely #OneTeam. My background is 25 years in Community & Events fundraising at the British Red Cross and Shelter and I’m really passionate about fundraising, cultivation and profile-raising events.**

**Max Newton, Director of Fundraising**



# Job description

## Events Fundraising Officer

**Responsible to:** Community and Events Fundraising Manager

**Hours:** 37.5 hours per week, permanent

**Location:** Sheffield Hospitals Charity, Leah's Yard, 20-22 Cambridge St, Sheffield City Centre, Sheffield S1 4HJ. Hybrid and flexible working options available.

**Salary:** £26,000- £33,000 (top of band achieved through significant skills and experience)

**Key relationships:** CEO, Directors, Managers, Trustees and wider charity staff, Sheffield Teaching Hospitals key stakeholders, supporters and volunteers, patients and families, beneficiaries, press and broadcasters, external agencies, and suppliers.

**Equity and diversity:** Sheffield Hospitals Charity is committed to equity and diversity and we positively welcome applications from all backgrounds and sections of the community. Should you require any assistance in applying for the position, please get in touch. If you can do the job and bring a new perspective, we would love to hear from you.



# Purpose of the role

As the Events Fundraising Officer, you will play a pivotal role in the Community and Events fundraising team at Sheffield Hospitals Charity by designing and delivering memorable fundraising experiences for our supporters through both income driven and cultivation/profile raising events. Our focus is to drive support for the charity by providing excellent supporter care and developing strong relationships from individuals, community organisations, businesses, and groups within Sheffield.

You will project manage a range of high value events (to raise funds and/or our profile), maximising impact through excellent planning and organisation, innovative stewardship and strong budget management to maintain engagement and retention of supporters. Within this role you will contribute towards fundraising activities and supporter journeys from beginning to end, delivering them on time and in line with annual plans and budget.

You will work alongside the Community & Events Fundraising Manager to analyse and produce evaluation reports reporting against budget and interpreting these results to inform future activity while contributing towards the annual planning of the team. And you will work with other parts of the charity (eg. Brand & Comms and Chief Executive's office) to deliver cultivation events and events to raise and position the profile of the charity in the city

Fundraising and challenge events include: Sheffield Half Marathon, Stand Up Comedy Challenge, Bespoke running/walking event, Facebook Challenge, Hallamshire Golf Day, Christmas Trees Collection and more.

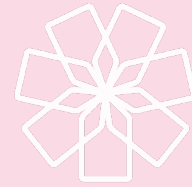
High value and profile events include: SHC Strategy Launch, exhibition at Millenium Galleries, Festival of Debate; Cathedral Christmas and more. You could either be managing the whole event, or be providing support to other teams.

We are looking for a personable and professional colleague, who has strong communication skills and who can build trust and relationships with our supporters. You will have excellent organisational skills, be self-motivated and enjoy working as part of a team. You are dedicated to helping supporters achieve their fundraising goals and to helping the NHS within Sheffield through fundraising and brand awareness for Sheffield Hospitals Charity.

# What you'll be **responsible** for

## Events Management

- To lead the development and delivery of the events fundraising strategy and the events portfolio in conjunction with the Community and Events Fundraising Manager.
- Support the wider charity team in the delivery of events.
- Deliver the proposed programme of events on budget and to timescales, ensuring detailed work plans are devised and kept up-to-date.
- Manage overall event logistics throughout each event, ensuring they run smoothly and to time.
- Ensure accurate records of supporters and suppliers are filed using Beacon CRM.
- Explore and develop new opportunities for the charity portfolio, identify new ways of working as well as analysing the performance of existing products.
- Continually review and evaluate the success of the events portfolio to achieve maximum impact.
- Attend external events as a representative of the charity and where needed deliver speeches outlining the purpose of the charity and its events.
- Be the go-to person for events and to act as the point of contact for third party suppliers on events.
- To implement participant supporter journeys to ensure all supporters receive excellent donor care and development to help them maximise their support from the very start of their fundraising experience with Sheffield Hospitals Charity and with the aim to continue to support the charity.
- To recruit and manage volunteers for charity events and activities ensuring retention of volunteers.
- To ensure events fundraising is carried out safely and legally and complies with fundraising regulations.



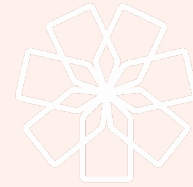
# What you'll be **responsible** for

- To work with the Brand and Communications team to convert enquiries and grow the numbers of event participants using a wide range of methods (e.g. email marketing, digital advertising, social media).
- Working with the Brand and Communications team to identify and monitor the most effective channels of advertising for events and generate engaging and impactful case studies to promote events in the media and online.
- Work with the Corporate Relationships Manager to maximise the potential of any corporate involvement in the events strategy, including securing corporate sponsorship of events where appropriate.
- Work alongside the Community Fundraising Officer to drive sign-ups or footfall for charity events using community contacts and encourage fundraising.
- Work alongside our charity volunteers, ensuring the health and safety of participants and volunteers through conducting risk assessments.

## **General**

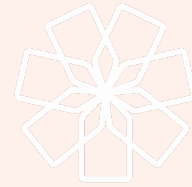
- Build a strong relationship with internal colleagues at our hospitals to increase awareness of fundraising and support for activities.
- Represent the Charity when required, this may include external events or donor presentations.
- Attend and participate in a variety of weekly meetings; Fundraising Workgroup meetings, whole staff group meetings; 1:1s with line manager.
- To participate in training and undertake appropriate learning and development, as identified through appraisal and regular reviews with line manager.





# What you'll bring

Experience and knowledge	Essential or Desired	Assessment A/I (Application/ Interview)
Experience of working in a fundraising team for two years or more.	D	A
Proven experience of maximising income generation from events and developing events for the third sector.	D	A,I
Proven experience of playing a role in the planning and delivery of events.	E	A,I
Awareness of charity law and regulations around events fundraising	E	A,I
Experience of fundraising CRM systems to manage supporter data & relationships.	D	A,I
Experience of Health & Safety requirements relating to events	E	A,I
Experience and good awareness of marketing tools including social media to promote events.	E	A,I
Excellent organisational skills, with experience of completing and managing tasks on time and to a high standard	E	A,I
Excellent communication and writing skills, able to communicate confidently with supporters and a range of internal and external stakeholders	E	I
Ability to self-organise, prioritise, and meet deadlines and financial targets.	E	I



<b>Experience and knowledge</b>	<b>Essential or Desired</b>	<b>Assessment A/I (Application/ Interview)</b>
Ability to analyse problems and develop solutions.	E	I
Ability to inspire and motivate supporters and volunteers.	E	I
Ability to work collaboratively with colleagues as well as autonomously.	E	I
Demonstrate enthusiasm for your role with a positive attitude.	E	I
Demonstrate commitment to continuous professional development.	E	I
Able to handle personal and confidential information, in accordance with GDPR and Sheffield Hospitals Charity's data protection and safeguarding policies.	E	A,I
Willingness to travel to events, training and visit regional hub teams.	E	A
Comfortable level of IT Skills (full Microsoft Office Suite- Word, Excel, Powerpoint, Outlook, Internet)	E	A
Flexible to work unsocial hours including evenings and weekends.	E	A
Full and valid driving licence with access to vehicle during work time.	E	A

# Employee **benefits**

We want all our team at Sheffield Hospitals Charity to be passionate, professional, friendly, and inclusive. We care about what we do to support our NHS and the work we do together.

We are in the process of reviewing (improving) our benefits package. Right now, Sheffield Hospitals Charity benefits include:

- 25 days annual leave (plus Bank Holidays)
- 5% Pension Contribution
- Westfield Health Cover
- NHS Blue Light Card
- Hybrid and flexible working options available
- Excellent training and development opportunities
- Brand new office at Leah's Yard in the Heart of the City



# How to apply

Please send a CV and covering letter describing how you meet the job description and person specification to Bev Johnson: [bev.johnson@shct.nhs.uk](mailto:bev.johnson@shct.nhs.uk)  
Please keep your CV and cover letter to no more than two pages each.

Closing date: 12 noon Monday 23 September 2024

Shortlisting: Tuesday 24 September 2024

Interviews: Tuesday 1 and Wednesday 2 October 2024

## Interview structure

The panel will consist of:

- Freya Kingswood, Community and Events Fundraising Manager
- Cody Price, Individual Giving & Legacies Manager
- Max Newton, Director of fundraising

Interviews will take place at our charity office at the address below.

Interviews will be a single-round interview structure unless further information is needed.

During the interview we'll provide candidates with a scenario related to the role and ask candidates to speak about this for 5 minutes. This will be followed by competency-based questions. Interview question themes will be shared ahead of time.

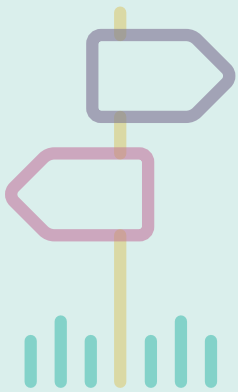
For an informal chat to find out more about the role, please do not hesitate to schedule some time with our hiring manager, Freya Kingswood.

[freya.kingswood@shct.nhs.uk](mailto:freya.kingswood@shct.nhs.uk) / 07493 813969

N.B This job description summarises the key features of this role, it is not intended to be a detailed description and does not cover all the duties that the job holder may reasonably be expected to fulfil.



## Where to **find us**



Sheffield Hospitals Charity,  
Leah's Yard,  
20 Cambridge Street  
Sheffield  
S1 4HP



[www.sheffieldhospitalscharity.org.uk](http://www.sheffieldhospitalscharity.org.uk)



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SHCFundraising