

Job Description

Job Title:	Events Lead
Location:	Rowcroft Hospice
Reporting to:	Marketing, Brand and Events Manager
Job purpose:	<p>Our vision is to make every day the best possible for patients and those closest to them living with life-limiting illnesses across South Devon. As Events Lead, you will be responsible for delivering this vision by developing and managing a portfolio of high-profile, large-scale, mass participation events that raise income, increase visibility, and strengthen Rowcroft's presence in the community. You will oversee the planning, execution, and evaluation of these events, ensuring they are delivered safely, efficiently, and in line with strategic objectives. The Events team sits within the Fundraising team, but working closely with the Marketing and Communications team, you will help position events effectively and support marketing plans to attract and engage participants.</p>

Our Values:

Honesty & Integrity Generosity of Spirit Respect Team Player

Key Roles and Responsibilities

1. Event Planning and Delivery

- Take the lead in planning and delivering a diverse portfolio of large-scale, mass participation fundraising events, ensuring they are innovative, engaging, financially viable, and delivered with the highest standards of safety.
- Responsible for developing detailed event and operational plans, including risk assessments, ensuring all health and safety requirements are fully met, and liaising with relevant external authorities and organisations with the support of the Events & Projects Fundraiser.
- Ensure events are delivered to a high standard, providing excellent experiences for participants and supporters. Ensure that all activities adhere to the Fundraising Code of Practice, maintaining high standards of professionalism, transparency and supporter care.
- Recruit, train, and manage event volunteers, ensuring they are fully briefed and supported in their roles.
- Develop event participant and volunteer stewardship plans to build strong relationships and encourage long-term engagement.
- Provide support for events outside the direct remit of the Events team, focusing on health and safety, volunteer coordination, and logistical support.
- Working with the Database and Supporter Care team, evaluate event performance, collecting feedback and data insights to continuously improve future event delivery.
- Stay up to date with external event trends to inspire new and exciting event concepts. With the support of the Events & Projects Fundraiser, continuously



review and refine events to expand income and reach new audiences. Apply creativity, research, and testing to identify innovative mass participation fundraising opportunities, ensuring forward planning and regular review of the event rota remain central to the process.

2. Marketing and Participant Engagement

- Work collaboratively with the Marketing and Communications team to ensure events are effectively positioned and promoted to target audiences.
- Support the creation and implementation of marketing plans to attract a diversity of participants and increase awareness of Rowcroft's mass participation events.
- Identify event participants who have stories to share and introduce them to the Marketing and Communications team.
- Develop and implement engagement and stewardship plans in collaboration with Supporter Care, overseeing participant communications to ensure a seamless and engaging experience from registration through to post-event follow-up, including all key health and safety information and messaging.
- Promote events locally by distributing flyers, posters and publicity packs, and working with local businesses and community groups to raise awareness and encourage involvement. Represent the charity in the community, building positive relationships and ensuring events are visible and well-supported locally.

3. Budget and Supplier Management

- Manage event budgets, ensuring cost control and return on investment.
- Monitor event performance against agreed KPIs, producing reports and recommendations for improvements.
- Negotiate with third-party suppliers to secure products and services at the best possible rates or on a free-of-charge basis.
- Ensure strong relationships with key suppliers, ensuring smooth delivery and logistics for events.

4. Collaboration and Team Support

- Work collaboratively with the Fundraising team to ensure events complement and enhance wider fundraising activities, ensuring events act as an acquisition tool to engage and retain new supporters from a range of demographics.
- Support the development of corporate and community partnerships to encourage event participation and sponsorship opportunities, delivering strong event ROI.
- Act as a representative of Rowcroft at events, networking occasions and building relationships with volunteers and key supporters.

5. General Responsibilities

- Ensure all event activity upholds Rowcroft's reputation and adheres to fundraising and health & safety regulations.
- Ensure events are accessible and inclusive by proactively identifying and removing barriers for attendees, including for example those with mobility, sensory, cognitive, neurodivergent, or other access needs.
- Manage all event kit, ensuring it is properly maintained, stocked and stored appropriately.



- Actively participate in team meetings and strategy discussions, contributing to event development and innovation.
- Stay informed about industry best practices, bringing ideas and improvements to Rowcroft's event programme.
- Represent the team at Health and Safety meetings and work closely with the H&S Manager on risk assessments and compliance, adhere to all Health and Safety requirements and take responsibility for your safety and the safety of others.
- Undertake other duties as required by the Marketing, Brand and Events Manager.
- Promote a culture of continuous learning and development and wellbeing. Identify your own learning and development needs and ensure your mandatory and essential training is up to date. Help to create an environment that is continually critically questioning practice and promoting learning.

This list can never be exhaustive but covers most of the work you'll be doing - always with talent, initiative and a commitment to great customer service.

Infection Prevention

All Rowcroft Hospice employees in both clinical and non-clinical roles are required to adhere to the Infection Prevention and Control Policies and make every effort to maintain high standards of infection control at all times to reduce the burden of Healthcare Associated Infections including MRSA.

You agree to the following responsibilities:

- To decontaminate your hands prior to and after direct patient care or contact with the patient's surroundings;
- To take part in mandatory infection control training provided;
- To responsibly manage your own infections (other than common colds and illness) that may be transmittable to patients, including to contact Occupational Health for guidance.

Place of Work

This role has been identified as an on-site worker (works at a Rowcroft site for the majority of their working time).

This will be fully discussed and agreed with the postholder to meet individual and business needs.



**PERSON SPECIFICATION
Events Lead**

Attributes	Essential Requirements	Desirable Requirements
Qualifications and Training	<ul style="list-style-type: none"> • A-level or equivalent level 3 qualification 	<ul style="list-style-type: none"> • Health and Safety qualification. • Project management qualification.
Knowledge and Skills	<ul style="list-style-type: none"> • Strong understanding of event logistics, risk management, and operational planning. • Strong budgeting and financial management skills. • Excellent organisational and project management skills. • Problem solving. • Public speaking. • Demonstrated ability to line manage and support event teams, ensuring effective coordination from planning through to delivery, including on-the-day execution. • Strong interpersonal and negotiation skills. 	<ul style="list-style-type: none"> • Ability to develop and implement marketing plans to promote event participation.
Experience	<ul style="list-style-type: none"> • Track record of managing third-party suppliers and securing cost-effective event services. • Proven experience working in an event management role, developing and delivering large, high profile, mass participation events, from inception to delivery, with a proven track record in income generation or achieving commercial targets. 	<ul style="list-style-type: none"> • Experience of working with volunteers. • Experience of developing stewardship plans. • Experience of event fundraising in the charity or non-profit sector.
Personal Requirements	<ul style="list-style-type: none"> • Full driving licence. • Ability to drive a larger vehicle, such as a van. • Willingness to work flexible hours, including evenings and weekends for event delivery. • Leadership through creative problem solving, a positive can-do attitude and a willingness and desire to ensure all who come into contact with Rowcroft have the best possible experience. • Proven ability to be part of a committed and hardworking team in line with the ethics and values of Rowcroft Hospice, acting in the best interests of Rowcroft at all times. 	<ul style="list-style-type: none"> • Willing and able to volunteer at least one day with Rowcroft in another team.

