

JOB DESCRIPTION: Community Fundraising and Events Hub Leader

Employer:	United Christian Broadcasters Limited
Reporting to:	Head of PR & Marketing
Location:	Mainly based at UCB's Broadcast Centre, Hanchurch Lane, Hanchurch, Stoke-on-Trent, ST4 8R, with some working from UCB's Operations Centre, Westport Road, Burslem, ST6 4JF
Hours:	Full-time, 36.25 hours per week, Monday to Friday or as agreed (office based).

Main Purpose of the Job:

Events are a key part of the Communications department's work, in publicly sharing UCB's vision. The media co-ordination aspect of this role supports integrating messaging on UCB's broadcast and digital platforms.

The Community Fundraising and Events Hub Leader is responsible for all aspects of developing and delivering community fundraising events and year-round promotion on all platforms. Additional responsibility is for other organisational events. The post-holder also supports the delivery of Radio Appeals and key elements of the Big Church Day Out external event. Overseeing the ongoing co-ordination of UCB's fundraising and marketing campaigns through its website and radio stations is also a key part of this position. To ensure all products, materials and campaigns are fully consistent with Christian standards, such as interpreting and including relevant Biblical references, all of which conform to UCB's brand guidelines.

Through line managing UCB's Community Fundraising and Events Support staff (currently one part-time), the Community Fundraising and Events Hub Leader ensures events meet their agreed aims and objectives, in line with UCB's vision and strategic plan, and are delivered successfully and within budget.

Position in Organisation:

Reports to: Head of PR and Marketing

Departmental Executive: Director of Communications

Works closely with: Marketing Coordinator and the PR & Marketing team, Head of Direct Marketing and Direct Marketing team, Head of Supporter Care and Supporter Care team, Head of Radio and Radio team, Executive Assistant to CEO, Writing Hub Leader and Staff Writers, Head of Legacy and Church Engagement and team

Duties and Key Responsibilities:

Community Fundraising Events

- Ensure community fundraising events (e.g. Big Weekend Walk) are promoted via radio, social media, email and online, and that they are delivered on time and within budget.
- Take responsibility for setting aims and objectives and delivering the project plan for such events and be the main point of contact internally.

- Ensure fundraising events are promoted on multiple media platforms, as agreed with the Head of Direct Marketing, Head of PR and Marketing and Head of Radio.
- Work closely with the Head of Supporter Care to ensure that supporter-facing communications and response processing is managed efficiently.
- Develop and deliver all touchpoints for members of the public who are participating in community fundraising events.
- Produce an evaluation report for each community fundraising event, reporting against the agreed aims, objectives, fundraising target and ROI.
- Be responsible for the ongoing delivery of 'Team UCB' as UCB's community fundraising brand.

UCB Events

- Oversee and deliver the planning, project management and holding of UCB's Foundation events throughout the year, ensuring that appropriate ministry leaders are invited.
- Through effective line management of the Community Fundraising and Events Support, oversee the planning, project management and delivery of UCB's Tour Days throughout the year, including invitations to an agreed list of mid-value donors (Vision Partners) at the start of the year.
- For both the Foundation and Tour Day events, oversee the agenda and timings for the day, with UCB staff involved as required.
- Review and evaluate Foundation and Tour Day events on an ongoing basis, ensuring that they are improved and changed as necessary.
- Support ad hoc Strategic Partnership and Legacy and Church Engagement events, to help ensure that bespoke major donor (Strategic Partner) and legacy events are organised and delivered on time and within budget.
- Support UCB's three annual Radio Appeals, as appropriate, in liaison with the Executive Assistant to CEO and the Head of PR and Marketing.

UCB Presence at External Events

- Be part of UCB's Big Church Day Out planning team for this large external annual event.
- Take responsibility for key areas of UCB's presence at this event, such as the 'testimony pod'.
- Work closely with the project manager for UCB's presence at this event (currently the Executive Assistant to CEO), and with the Head of PR and Marketing, to ensure the event is successful.
- Be part of other external events as requested.

Hub Leadership

- Line manage the Community Fundraising and Events Support staff.
- Ensure events work is delivered on time, and to the highest possible standard, through positive leadership of the staff.
- Be available and proactive in managing any issues or problems which team members may encounter.
- Conduct target setting meetings and regular one to ones, plus day to day guidance as needed, to supervise team members of staff.

- Oversee the Community Fundraising and Events. Support in co-ordinating digital and broadcasting campaigns, appeals and projects.

Other

- Work with the video and radio production teams to capture and share testimonies on UCB's platforms, with particular emphasis on how God has used UCB to work in people's lives.
- Follow the agreed Marketing approvals process.
- Be an active member of the Communications team, contributing to planning, evaluation and creative ideas.
- Attend meetings and events as and when required.
- Undertake Fundraising and Marketing research upon request.
- Provide information for Communications reports and KPI monitoring.
- To gather testimonies from UCB's readers, listeners and viewers, reporting on the positive impact and public benefit the Charity provides and forwarding them onto the appropriate testimony champions
- To support all of UCBs fundraising activities and events; whether in prayer and/or directly in participation, ensuring sufficient resources are available in order to maximise success
- Be an ambassador for UCB and its mission.

Qualifications, Knowledge, Experience and Skills:

- A degree in a relevant subject such as Marketing, Fundraising or Broadcasting or the ability to demonstrate equivalent evidence.
- Experience of delivering successful community fundraising events desirable.
- Event management experience essential.
- Project management skills essential.
- Creative flair and strong written skills. A Level English or equivalent desirable, GCSE English or equivalent essential.
- Strong numeracy skills. GCSE Maths or equivalent essential.
- Good communicator, both verbally and in writing.
- Fully computer and database literate, especially in Microsoft packages.
- Ability to set long and short-term fundraising objectives and to plan work, essential.
- Aptitude to prioritise work load, and be able to work on several projects at any one time. Highly organised, but also flexible.
- Ability to work to tight deadlines and demonstrate high level of attention to detail.

Person Specification:

- The post holder will work as an Ambassador of Christ to deliver a distinctly Christian service to UCB and its supporters.
- The commitment to participate in daily prayer time in order to promote team unity
- Be prepared to witness to the life changing message of Jesus and lead people to Christ as appropriate
- To develop ways of introducing UCBs story in a manner that is relevant and engaging
- Empathy with the role of fundraising within the context of Christian ministry.
- A positive commitment and sound knowledge of United Christian Broadcasters.

- Proactive and enthusiastic planner.
- Ethical integrity.
- A 'people person' who is able to thrive in a team environment.
- Creativity, resilience, flexibility, reliability, 'can do' approach, initiative, positivity.
- Fully committed to UCB's Christian beliefs.

Dated: September 2019

This Job Description does not form part of your Contract of Employment.