

**EDINBURGH CHILDREN'S HOSPITAL CHARITY  
EVENTS FUNDRAISER  
PERSON SPECIFICATION**

**Job Title:** Events Fundraiser

**Job Location:** ECHC Office Shawfair/ ECHC Office RHCYP

**Reports to:** Fundraising Manager

**Purpose:**

Enable the organisation to transform the lives of babies, children and young people in hospital and healthcare, by working with the fundraising and marketing team to develop and deliver the fundraising and marketing aspects of the organisational strategy.

**Areas of Responsibility:**

- A positive, persuasive, proactive individual with a passion for fundraising, events and the work of the charity, you will play a key role by shaping the future of ECHC events, delivering exceptional fundraising and demonstrating the difference ECHC makes to a variety of audiences.
- You will develop and drive new and imaginative fundraising concepts, which will inspire existing supporters to remain loyal and increase their value, whilst also introducing new supporters to the cause.
- You will develop and deliver a portfolio of exceptional special events, which surpass supporters' expectations and maximise income generation against agreed targets.
- You will recruit and manage suitable volunteers to join ECHC special event committees, and you will motivate and support them to add value to and elevate our events, by tapping into their extensive networks, whilst also exploring opportunities for wider support for ECHC.
- You will develop a new series of fun, imaginative and engaging networking events, which showcase our work, act as a thank you and inspire future support.
- You will work with the wider ECHC team to explore opportunities for hospital based fundraising and engagement events, and you will establish events which help to improve staff wellbeing and make hospital journeys more positive for children and young people.
- You will develop supporter journeys with input from the wider Fundraising team and provide exceptional levels of stewardship; responding promptly and professionally to all enquiries and ensuring all supporters receive a positive ECHC experience.
- You will work flexibly and adapt to the changing and competitive landscape of fundraising and events and use risk analyses and balance time-cost ratios to focus effort on the most appropriate fundraising activities with the highest chance of success and ROI, using the Go/No Go process to assist.
- You will identify, develop and maintain relationships with ECHC's stakeholders, in particular engaging with existing and potential funders with a

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view to maximising income and you will enjoy and be comfortable with and confident in asking for support.

- You will work closely and collaboratively with the wider ECHC team, to identify and follow-up opportunities to increase engagement and maximise income and awareness.
- You will set, track, report and review an annual income and expenditure budget, narrative and action plan for all of your fundraising and marketing activity, and be responsible for providing regular progress updates and ensuring KPI's are delivered and targets are met.
- You will keep up to date on the work of ECHC and build your bank of stories, so you that you can confidently communicate our case for support across various channels, to a variety of key audiences, and turn interest in the organisational into support.
- You will engage with our NHS colleagues across paediatric sites in Edinburgh, the Lothians, Borders and Fife, in particular maintaining a strong relationship with the hospital and its staff and encouraging all to act as ambassadors of ECHC and support our work.
- You will take a solutions based approach and prioritise your time to achieve deadlines, whilst maintaining effective processes and systems and accurate supporter records, including where appropriate, opt in consent and gift aid declarations.
- You will use your time effectively and continually consider how you can use the skills of volunteers to assist you in carrying out elements of your role or the roles of others.
- You will enhance and protect the reputation of ECHC by being an ambassador for the organisation; including using professional judgement to advise when activities are not in the best interests of the organisation.
- You will support the Deputy Director of Fundraising and Marketing to develop and implement appropriate policies and procedures in line with legislative and regulatory requirements; and deliver agreed best practice in all fundraising and marketing activities.
- You will keep up to date on competitor activities e.g. by attending sector user group meetings, and actively make recommendations to your line manager.
- Any other duties appropriate to the role and in line with the needs of ECHC.

<b>REQUIREMENTS</b>	<b>ESSENTIALS</b>	<b>DESIRABLE</b>
<b><u>Education &amp; Qualifications</u></b>	Qualified to HND level or with equivalent relevant professional experience	A degree in a relevant subject (eg marketing, events management, hospitality and

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		tourism, business) Qualification from IOF/CIM/CIPR or other relevant, recognised professional body
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<p><b><u>Experience &amp; Knowledge</u></b></p>	<ul style="list-style-type: none"> <li>▪ Extensive knowledge of fundraising</li> <li>▪ Demonstrable experience of excelling in the, planning, management, delivery and evaluation of a portfolio of fundraising events and projects, which met or exceeded targets</li> <li>▪ Evidence of developing imaginative fundraising concepts and delivering exceptional event experiences</li> <li>▪ Evidence of setting, tracking, reporting and reviewing budgets and narratives in excess of £100k per annum</li> <li>▪ A proven track record of achieving targets and growth</li> <li>▪ Experience of working collaboratively within a busy environment and successfully managing multiple priorities</li> <li>▪ Experience of recruiting and coordinating volunteers to help achieve goals</li> <li>▪ Evidence of building and maintaining relationships and networks across various levels to elicit support</li> <li>▪ Evidence of delivering exceptional supporter stewardship and an</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience of working collaboratively within a busy fundraising environment</li> <li>▪ Experience of delivering networking events</li> <li>▪ Experience of establishing and leading volunteer events committees</li> <li>▪ An understanding of and involvement in delivering organisational strategy</li> <li>▪ Working knowledge of Raisers Edge</li> <li>▪ Experience of policy development</li> </ul>
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	<p>understanding of developing supporter journeys</p> <ul style="list-style-type: none"> <li>▪ Ability to confidently communicate a passionate case for support, verbally and in writing and evidence of successfully making the ask for support</li> <li>▪ Ability to act responsively to fundraising and awareness opportunities and evaluate ROI and the likelihood of success</li> <li>▪ Evidence of using problem solving techniques and of maintaining a can do, proactive attitude</li> <li>▪ Track record of using a supporter database to ensure exceptional standards of stewardship</li> <li>▪ Good understanding of GDPR and Gift Aid requirements</li> <li>▪ Good knowledge and experience of using marketing communications tools including digital and social</li> <li>▪ Good knowledge of the legislative and regulatory requirements in Scotland</li> </ul>	
<b><u>Additional</u></b>	<ul style="list-style-type: none"> <li>▪ Full UK driving licence and regular access to a car</li> <li>▪ Professional and convey the values of ECHC at all times</li> <li>▪ A passion for the rights of children and young people, and the strategic aim and purpose of ECHC</li> </ul>	

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	<ul style="list-style-type: none"><li>▪ The ability to manage expectations of stakeholders to achieve the best result for both them and the organisation</li><li>▪ An ability to be empathetic and sensitive to the needs of ECHC's beneficiaries</li><li>▪ A communicator of the highest standard</li><li>▪ Willing to work flexibly including evenings and weekends as required</li><li>▪ Commitment to continue learning including under the ECHC 'Stepping It Up' model</li><li>▪ Willing to undertake additional study or learning as required to fulfil this developing role</li></ul>	
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