



**Events Fundraising Co-ordinator**  
Information for Applicants



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# Welcome from our CEO

Dear Applicant,

Thank you for your interest in the post of **Events Fundraising Co-ordinator**.

I believe that in order to make the difference that we do, it is essential to recruit a team of high performing, dedicated staff. In this application pack you can find out more about what it takes to become a key part of the NICHS team.

Our Events Fundraising Co-ordinator will develop and co-ordinate the delivery of a sustainable and creative events strategy to significantly grow income, offering a wide range of events and challenges which also support wider team needs.

Northern Ireland Chest, Heart and Stroke (NICHS) currently needs approximately £3M income per annum to operate, primarily its care and prevention services and to fund local research programmes.

As a voluntary sector organisation, one of the most important investments we make is in our people.

By embracing the world recognised Investors in People Standard, we have made a commitment to strive towards the very best in people management excellence and to make NICHS a great place to work. We have recently been awarded Investors in People GOLD accreditation. Only 17% of organisations achieve Gold and this accreditation demonstrates the incredible passion and dedication to our work that all of our staff share across the organisation.

We will appoint an individual who possess the skills and qualities that match our values. These values articulate those things that we genuinely believe in, and our Events Fundraising Co-ordinator will be a champion for these, and promote them in every aspect of what they do.

Our values are *Compassionate, Courageous, Considerate and Committed*.

For many, this values-driven culture is a key element of what makes NICHS a *special* place to work. People demonstrate how they experience the values personally and strive to act as role models, applying them on a daily basis in their relationships both with service users and colleagues; treating people with dignity and respect; supporting people to be involved in their communities; taking responsibility for actions; and being honest, open and accountable. In short, achieving our charitable aims to the highest possible standard.

Our collaborative working style has brought together staff from across departments, and built a strong sense of team identity.

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We are lucky to have attracted and retained a resilient and talented work force, and have many long serving members of staff, some who have been with us for more than 30 years: clear evidence that NICHHS is a special place to work, with a climate of positivity, characterised by optimism, mutual supportiveness and good humour.

We have developed our new 2023 – 2026 strategic plan in conjunction with our staff, service users past and present, supporters and our Governance Board. This Strategic Plan for 2023 – 2026 will be our roadmap and will guide us as we continue to work tirelessly with our partners and stakeholders to achieve our vision of a healthy Northern Ireland free from chest, heart and stroke illnesses and strive in our mission to prevent chest, heart and stroke conditions and support people affected by them.

<https://nichs.org.uk/about-us/who-we-are>

I would like to thank you for your interest in joining the NICHHS team.

Yours faithfully,



Declan Cunnane

Chief Executive

# What We Do

We have been leading the fight against chest, heart and stroke illnesses in Northern Ireland since 1946.



We do this by working across four main areas:

We provide expert **care** and support to anyone living with chest, heart and stroke conditions.

We work to **prevent** these illnesses, by helping detect early signs of chest, heart and stroke illness and empowering individuals to make healthy choices.

We fund **research** to advance how we treat, care for and prevent chest, heart and stroke conditions.

We **campaign** for better care, treatments and awareness of chest, heart and stroke conditions.

**As a charity, almost 90%** of our work is funded thanks to public donations.





## Our Culture

Our **Values** are the principles that drive us, the things that are most important to us, our motivation. They reinforce the way we interact with each other, our volunteers, service users and everyone else. They describe why NI Chest Heart & Stroke is unique, and they help to drive the culture of our organisation.

Our people are actively engaged and are very well supported when they need it. Team members are confident and enthusiastic. Trust and mutual respect are high. People care and depend on each other.

Our people are passionate about delivering high-quality services, which make a difference. They play their part in ensuring a welcoming, friendly, inclusive and supportive working environment. There is a sense of optimism about the future. Team spirit is strong.

*“I’m proud to work here ... People are really dedicated”*



# Our Values



## Compassion

We believe that people are at the centre of everything we do. Everyone is equal and should be treated with dignity and respect.

We will be selfless and people centred, showing kindness and concern for everyone we come into contact with.



## Commitment

We believe that people have the right to expect services of the highest quality to meet their needs.

We will be dedicated to the success of our charity and continuously improve.



## Courage

We believe everyone should feel empowered to make decisions about their own lives.

We will be brave and challenge the status quo.



## Considerate

We believe that everyone should be treated as we would expect to be treated ourselves.

We will respect the needs and feelings of other people and try and understand their point of view.





# Our Strategic Priorities

## We Care

<b>Aim</b>	To offer and deliver exceptional Care Services to meet the needs of people who have chest, heart and stroke illnesses and their carers.
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## We Prevent

<b>Aim</b>	To empower people to make healthy lifestyle behaviour changes and reduce their risk of preventable chest, heart and stroke illnesses.
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## We Research

<b>Aim</b>	To find better ways to prevent, treat and care for people affected by chest, heart and stroke illnesses.
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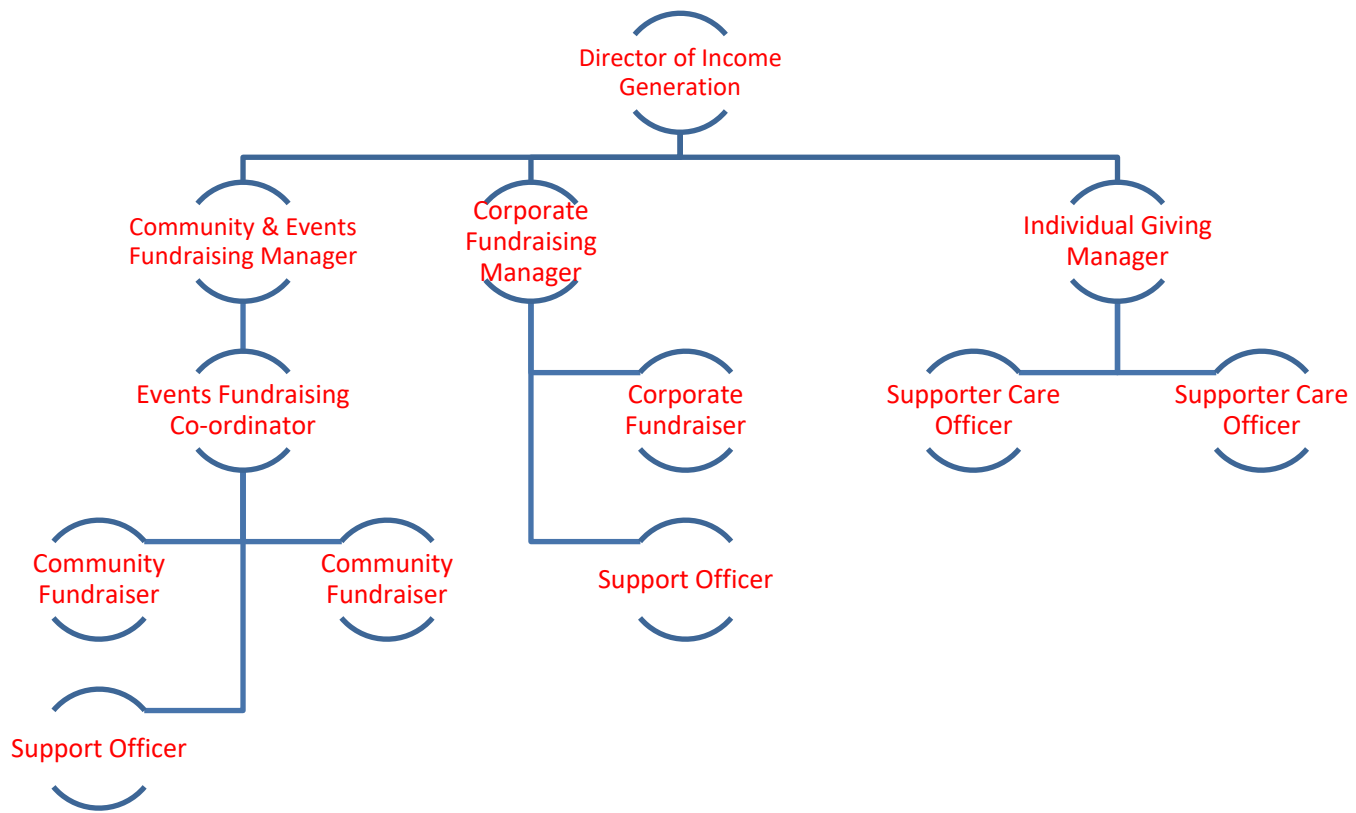
## We Campaign

<b>Aim</b>	To make chest, heart and stroke conditions a priority for decision makers
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## Our People

<b>Aim</b>	To develop a culture where our people are inspired, developed, supported and proud to work for NICHHS
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# The Role

**Job Title** Events Fundraising Co-ordinator

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

**Hours per week:** 35 hours – Mon – Fri

**Location:** NICHS HQ, 21, Dublin Road, Belfast (Hybrid Working arrangements are available)

**Salary:** £ 35, 235 (NJC Pt 25)

**Contract:** Full Time Permanent

Key Tasks:

To grow net income by leading on the organisation of fundraising events and challenges; working with the Communications Team to market such events and challenges; programme, cultivating and stewarding key supporter relationships, and working closely across the team on shared campaigns, to maximise overall engagement and income and to ensure that all events and initiatives are aligned with wider departmental requirements and objectives.

## Strategic and Operational Management

- To develop and co-ordinate the delivery of a sustainable and creative events strategy to significantly grow income, offering a wide range of events and challenges which also support wider team needs
- To lead in the development and delivery of the annual HQ mass participation Red Dress Fun Run, including:
  - Developing an engaging recruitment and marketing plan to maximise participants and income
  - Working closely with the event sponsors and other key stakeholders
  - Developing a targeted stewardship programme to manage participants through a range of communication channels such as email, text and social media
- Managing all logistics and suppliers for the event
- To manage all NICHS challenge events, including:
  - All existing challenge events ensuring maximum participants are secured and income raised
  - Stewarding and supporting participants pre- and post-event, to help reach their fundraising targets, build relationships and grow our supporter database

- Researching, piloting and developing new creative fundraising challenges and events offering a strong Return On Investment
- To research and co-ordinate NICHS's participation in a wide range of local, national and international third-party events and challenge opportunities as key income generating opportunities. This includes:
  - Ensuring the website is kept up to date with third party challenges and developing creative assets and marketing plans around each
  - Working across the team to secure as many places as possible through both corporate and community audiences
  - Keeping abreast of partnership/benefitting charity opportunities and securing charity places
- To develop and manage the Open Trek Challenge Programme, including:
  - Co-ordinating the development of an engaging marketing plan to recruit participants
  - Closely stewarding participants by creating bespoke fundraising action plans and supporting them in their fundraising efforts to maximise income
- To work closely with the wider Community & Events team and Corporate team to deliver a portfolio of events, fundraising activities and products to support their requirements.
- To lead in the logistics, coordination, volunteer recruitment and delivery of a portfolio of fundraising events.
- To manage donor journeys and cultivation plans to maximise income and ensure long term engagement and support.

### Communications and Marketing

- To work closely with the Communications team, to develop and implement a timely and effective marketing, engagement and PR plan for each event to maximise participation across a variety of channels.
- To work closely with the Communications team to develop appropriate, high quality marketing materials and implement a robust and pro-active distribution plan.
- To keep abreast of changes within the sector and our audiences to keep the programme of events and activities attractive and engaging.
- To devise and implement effective marketing techniques and tools to maximise engagement, support and income from events fundraising.
- To regularly review and update the events page on our website, ensuring information is accurate at all times. This includes updating our digital events calendar regularly to share with supporters online and offline and with staff across the organisation.

## Financial Management

- To manage the events budget and ensure effective reporting of income, expenditure and supporter trends for all events fundraising activity.
- To achieve or exceed targets by managing the resources within the agreed budget and ensuring value for money.
- To ensure effective use of the Raisers Edge database in monitoring income and reporting on each event and activity.

## Other Duties

- To ensure compliance with all relevant fundraising policies and legislation relating to events and challenges.
- To be prepared to attend meetings and events across Northern Ireland, sometimes during evenings or at weekends.
- To be prepared to undertake specific project work as assigned by the Director of Income Generation and, from time to time, the Senior Leadership Team that contribute to the overall aims of the charity.
- To comply with all NICHS policies, processes and procedures, ensuring delivery of a professional service that aspires to achieve the most significant impact.
- To contribute and collaborate proactively and positively with all NICHS teams and staff to align with our values and culture and achieve our strategic plan, mission, and vision.
- To fully engage with our values and culture.
- To promote and practice a commitment to equality, diversity and inclusion.

## Person Specification

<b>Criteria</b>	<b>Essential / Desirable</b>
<b>Educated to A Level or equivalent</b>	<b>Essential</b>
<b>A minimum of 2 years in an event management, fundraising OR similar role where you have demonstrated the ability to generate income.</b>	<b>Essential</b>
<b>Proven experience of project management from planning and initiation to successful completion</b>	<b>Essential</b>
<b>Proven experience of budget management</b>	<b>Essential</b>
<b>Excellent prioritisation and organisational skills to meet tight deadlines</b>	<b>Essential</b>
<b>Proven communication skills to include confidence in public speaking as well as written communications</b>	<b>Essential</b>
<b>Valid UK driving licence and the use of a car</b>	<b>Essential</b>
<b>Proven experience in all Microsoft Office Packages</b>	<b>Essential</b>
<b>Third level qualification with a focus on Marketing or Event Management</b>	<b>Desirable</b>
<b>Proven experience in using a fundraising Database like Raisers Edge to manage relationships, plan activities and record income and expenditure</b>	<b>Desirable</b>
<b>Understanding of digital marketing including Google Analytics, PPC and Social media advertising</b>	<b>Desirable</b>

**It is a requirement of the role that the post holder is prepared to travel as required and occasionally work outside of normal office hours.**

## **SUMMARY OF TERMS AND CONDITIONS**

**Annual Leave:** The post-holder will be entitled to 25 days annual leave. This is exclusive of 10 bank and public holidays. The annual leave year runs from 1 April to 31 March.

**Pension:** Organisation's contributory pension scheme (% employee Contribution will be matched by % employer contribution)

**Car Mileage:** The post-holder will be reimbursed for any business mileage under the Car Mileage Scheme.

**Health Scheme:** You will be eligible to join the health scheme provided by the organisation.

**Death in Service:** You will be eligible to join the death in service scheme provided by the organisation.

**References:** All offers of employment are subject to two satisfactory written references

### **All applicants will be required to produce:**

Evidence of relevant academic and professional qualifications

Evidence of relevant vehicle documentation

Successful applicants must evidence their right to work in the UK (under the Asylum and Immigration Act). This will be evidenced in the first instance by a passport or other forms of identification that will be outlined if no passport is available.

***This job description is not intended to be restrictive or definitive.***

***It is important to note that the responsibilities if the post may change to meet the requirements of the evolving services that the charity provides.***

**NICHS is an Equal Opportunities Employer**

# What we do for you - Our reward statement



Regular 121 Meetings

Annual Performance Review

**Competitive Salary**

**Employer Pension Scheme**

Access To Financial Adviser

Comprehensive

Induction Training

**Paid Bank And Public Holidays**

Culture Of Recognition Job Share

Pay Increases Linked To NJC – Cost Of Living

Additional Celebration Days

On The Job Learning

**Car Mileage Scheme**

Attendance At External Seminars And Conferences

**Toil & Managed Time**

**Generous Paid Annual Leave**

Enhanced Sick Pay

Part Time Work

**Study Leave**

Learning & Development

Enhanced Parental Pay

**Opportunities**

Death In Service Plan

Occupational Health Service

**Bike To Work Scheme**

Strategy Away Days

**Access To Independent Counselling Service 24/7**

Continuing Professional

Development Marriage Leave

**Hybrid Working**

**Long Service Awards**

Compassionate & Bereavement Leave

Investors In People

Silver Accreditation

Family Friendly Leave

**Duvet Half Day/ Sunshine Half Day**

Incremental Increases

Reasonable Time Off To Attend Appointments

**To Annual Leave**

**Access To A Free**

Domestic Distress Leave

Flexible



# How to apply

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY

1. Your application pack contains information about NICHHS, the job vacancy and the person required. You should read these carefully.
2. You must complete the application form fully and accurately. If there is insufficient space for your answer, continue on a separate sheet. If typing your application form, the boxes will expand as you type.
3. It is your responsibility to ensure that sufficient information is given on the application form to enable the shortlisting panel to assess your suitability for this post.
4. PLEASE SHOW CLEARLY IN SECTION 4 OF YOUR APPLICATION HOW YOU MEET THE ESSENTIAL AND DESIRABLE CRITERIA OUTLINED IN THE PERSON SPECIFICATION ENCLOSED.

THE SHORTLISTING PANEL WILL REFER TO THIS SECTION **ONLY** WHEN DECIDING WHETHER YOU HAVE PROVIDED SUFFICIENT EVIDENCE TO DEMONSTRATE THAT YOU MEET THE CRITERIA.

Please do not assume that because you have mentioned something in an earlier section of the form, that the panel will accept this as evidence that you meet the criteria. You must clearly describe in Section 4 the example you are relying on to demonstrate your skills and experience. Your application form will not be shortlisted if you do not describe the specific actions **you** took for each example you cite.

5. Mission and Vision of NICHHS

Employees of NICHHS must support its Mission and Vision



6. Applications, CV's and attached sheets:

- Applications will only be accepted on the official application form (enclosed)
- Attached CV's will not be considered, either in lieu of the application form or in conjunction with it.
- Attached sheets will only be considered where they are continuation sheets of a section of the application form where insufficient room was available to include all the necessary details.

7. It is the responsibility of the applicant to ensure an email or signed hard copy of the complete forms, together with the completed Equal Opportunities Monitoring Questionnaire, (please put in a separate envelope marked Monitoring Officer) is returned by Wednesday 26 March 2025.

8. Application forms received after this time and date will not be accepted.

9. Under section 8 of the Asylum and Immigration Act 1996, all successful applicants must provide Documentary evidence of their identity for verification and photocopying.

**Completed applications should be returned no later than 12 noon on Wednesday 26 March 2025.**

to:

Caoimhe Devlin  
Head of HR  
NI Chest Heart and Stroke  
21 Dublin Road  
Belfast  
BT2 7HB

Or [recruitment@nichs.org.uk](mailto:recruitment@nichs.org.uk)

