

Job Title: Events and Marketing Coordinator

Reports To: Income Generation Manager

Disclosure Check Level: Standard

Working Hours: 22.5 hours per week

Location: Flexible/Hybrid (working from home, and/or our offices in Magherafelt and Cookstown)

Overall Role Purpose

Charis Cancer Care is a highly regarded charity in NI, and we are here to support people, across NI, affected by cancer at every stage of their journey. We also assist and support the families and supporters of those living with cancer or any family member bereaved by cancer through a range of holistic and complementary therapies. All of our services are provided free of charge to people affected by cancer.

As the Events and Marketing Coordinator in Charis Cancer Care you will support the Income Generation Strategy through planning, marketing and organising events aimed at generating funds for the charity. This role plays a vitally important part in ensuring we can continue to deliver a wide range of important services for people on a cancer journey, or those bereaved by cancer. The role of Events and Marketing Coordinator is a varied role with the post holder expected to lead on developing and delivering a calendar of fundraising events, using a range of marketing materials and platforms to engage, recruit and support fundraisers and supporters. This is an exciting time to join Charis where you will have the opportunity to further develop your event and communication skills whilst making a positive impact for people dealing with the impact of cancer. Working alongside the Income Generation manager and Corporate Fundraiser you will have responsibility for the delivery of key elements of the Income Generation strategy, which includes areas such as community fundraising events and digital marketing and fundraising.

Key Responsibilities

- Planning and organising a calendar of events to generate income for the charity including participation events
- Developing an engaging marketing plan to maximise participants and income
- Developing a targeted stewardship programme for supporters and event participants through a range of communication channels such as email, text and social media to help reach their fundraising targets, build relationships and grow our supporter database
- Ensuring the website is kept up to date with events and developing marketing materials and plans across a range of media platforms
- To devise and implement effective marketing techniques and tools to maximise engagement, support and income from events fundraising.
- Responsibility for developing and implementing appropriate plans for events and activities to generate income, in line with agreed targets.
- Digital fundraising and marketing- producing compelling content for our website, social media, and email campaigns. Developing, cultivating and sustaining fundraising relationships and networks.
- Increase the profile of Charis Cancer care through a variety of communication channels to generate engagement and interest in fundraising activities.

- Support the team to recruit and manage volunteers who can support specifically with events, either online or in person
- Adhere to relevant fundraising legislation, including compliance with the Fundraising Regulator's Codes of Practice.
- Adhere to Data Protection legislation and Charis Cancer Care policies and procedures relating to the processing and storing of data.

People Accountability

Number of Direct Reports: 0

Number of Indirect Reports: 0

Number of Volunteers Supervised: up to 10

Financial Accountability

- Responsible for working within agreed annual budgets.
- Responsible for fundraising event activities in line with agreed targets.

Person Specification

Job-Related Experience

Essential

- At least 2 years' experience in planning, organising, and managing events from conception to execution
- Digital marketing skills, including content creation, social media management and email marketing. Knowledge of digital communications including organic and paid social media.
- Basic skills in creating video content for marketing and fundraising purposes.
- Excellent interpersonal skills, including influencing, negotiation and persuasion skills across a wide range of stakeholders.
- Strong organisational skills, with the ability to plan, manage, and support events. A structured and methodical approach to work and a clear focus on results
- Capable of spotting new income generation opportunities which align to the work of the charity.
- Financial awareness, including budget tracking, reporting, and event expenditure monitoring.
- Ability to manage a demanding workload and multiple deadlines.
- Microsoft Office skills and IT literate.
- Excellent written and oral communication skills.
- Access to a suitable vehicle that will enable the post-holder to meet the travel requirements of the post in an efficient and effective manner.
- Ability to work flexibly. This role will require some work outside normal working hours.

Desirable

- A marketing, event management or fundraising qualification.
- Digital fundraising experience
- Thorough understanding of the regulatory environment for fundraising in the UK including data protection, Gift Aid and the fundraising codes of practice.
- Experience of fundraising databases.

Terms & Conditions:

- 22.5 hours per week (equivalent to 3 working days)

- Salary: £27,500 pro rata (£16 500)
- Working flexibly through a combination of working from home and/or our offices at Magherafelt and Cookstown. Travel will be required across the wider Mid-Ulster area, or other parts of NI.
- 15 days Annual Leave, and 7 Bank Holidays (this is the pro-rata allowance for part-time staff)
- Membership of NEST Pension Scheme with 4% employer contribution.
- Health Cashplan including Employee Assistance Programme
- This post carries a 6-month probation period.
- The post is offered on a permanent basis.

This is a part-time post equivalent to 3 working days. We are happy to agree the precise working pattern and location with the successful candidate.