



<b>Job Title:</b>	Events Trustee
<b>Hours:</b>	8+ hours per week; (More hours may be required in the run up to an event). Evening and weekend working will be a requirement of the post.
<b>Salary:</b>	This is a voluntary post
<b>Post:</b>	Permanent

### **The Role**

The main purpose of the role is to manage and deliver all of the charity's events. The role will also be responsible for fundraising and communications for LoveBrum.

### **Reporting to:**

The Chair of Trustees.

### **Main Tasks & Key Responsibilities**

#### **Strategic**

- To identify and develop strategic performance measures and planning of 'activities' that satisfy and exceed financial targets as required by the charity and Board of Trustees

#### **Events**

- To create and manage the annual LoveBrum events plan to maximise profit
- To oversee and lead the LoveBrum events committee in the delivery of the events plan and the achievement of income and profitability targets
- To identify core audiences – within Birmingham's corporate arena and the wider community
- To work with organisations, partners and suppliers to deliver a professional and outstanding service
- To ensure all events are legally compliant and that relevant risk assessments have been completed and the necessary insurances are in place
- To ensure all events are compatible with LoveBrum's brand and values
- To ensure that events are planned, and serviced, to optimum levels with exceptional attention to detail and a customer focus.
- To conduct an Events de-brief after each event to ensure the highest standards are maintained

**Fundraising via events**

- To allocate budgets to events to achieve maximum return;
- To set targets for each event to ensure profits are made

**Marketing and communications**

- To develop the marketing strategy to support the events plan
- To actively seek and support marketing opportunities for the charity
- To define and utilise key communication channels to promote events
- To provide Marketing support to events – via social media – Facebook / Twitter
- To produce a monthly newsletter to market events being planned / held
- To update the charity's website with events information
- To compile a register of local Media contacts
- Prepare and distribute press releases for the charity's events

**Beneficiary Management**

- To ensure maximum support is provided to the beneficiary provider
- To identify the needs of the donor and LoveBrum

**Additional Information / requirements of the post**

- The post holder must be flexible regarding working hours and able to attend other venues
- The post holder must be able to attend monthly board meetings
- The post holder will have to travel around the Birmingham area so a driving licence is essential.

## PERSON SPECIFICATION

<b>KNOWLEDGE, SKILLS &amp; EXPERIENCE</b>		
	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Excellent standard of written English and Numeracy.</li> </ul>	<ul style="list-style-type: none"> <li>• Degree or equivalent in relevant discipline – Marketing / Communications / Events management</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Recent experience in an Events management role</li> <li>• Demonstrable experience of planning and supervising events and managing customer expectations</li> <li>• Experience of managing a small team</li> <li>• Experience of managing complex projects</li> </ul>	<ul style="list-style-type: none"> <li>• Events Health and Safety Qualification</li> </ul>
<b>Skills &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>• Ability to think creatively and help shape strategy and planning</li> <li>• Excellent customer service skills</li> <li>• Able to trouble shoot and deal and resolve problems</li> <li>• Excellent IT skills – including Word, Excel and Power-point</li> </ul>	

<b>COMPETENCIES</b>	
<b>LEADERSHIP</b>	
<b>Competency</b>	<b>Required Behaviours</b>
Strategic Vision	<ul style="list-style-type: none"> <li>• Knowledgeable of LoveBrum’s vision, strategy and direction and how this affects its events &amp; communications operations</li> <li>• Understanding of the long term needs of different customer groups and external stakeholders</li> </ul>
Leading & Influencing	<ul style="list-style-type: none"> <li>• Actively promotes LoveBrum’s brand, image and reputation externally and internally</li> <li>• Gives clear direction in spheres of accountability</li> </ul>
Contextual Astuteness	<ul style="list-style-type: none"> <li>• Understands who the key influencers and stakeholders are and how to go about involving them where necessary</li> <li>• Understands the decision making process and operating structures of the organisation</li> <li>• Involves and works with relevant interest groups, networks and groupings to shape work outcomes</li> </ul>
<b>MANAGEMENT</b>	
<b>Competency</b>	<b>Required Behaviours</b>
Delivering Results	<ul style="list-style-type: none"> <li>• Consistently delivers on time and to standard</li> <li>• Ability to meet individual and team targets</li> <li>• Well developed organisational skills and ability to manage multiple tasks successfully</li> </ul>
Managing Performance	<ul style="list-style-type: none"> <li>• Regarded by others as an effective role model for performance, continuous learning and self development</li> <li>• Advises on the optimisation of resources to maintain excellent performance at all times.</li> </ul>
<b>PERSONAL DELIVERY</b>	
<b>Competency</b>	<b>Required Behaviours</b>
Communication	<ul style="list-style-type: none"> <li>• Consistently communicates effectively with individuals at all levels from both within and outside of LoveBrum exercising an appropriate level of tact and diplomacy</li> <li>• Confident dealing with groups and individuals from diverse backgrounds</li> <li>• Excellent standard of written English</li> </ul>

Building & Managing Relationships	<ul style="list-style-type: none"> <li>• Builds and maintains effective relationships to optimise performance</li> <li>• Actively promotes knowledge sharing within the team</li> </ul>
Customer Focus	<ul style="list-style-type: none"> <li>• Displays a strong commitment to making service performance improvements</li> <li>• Awareness of the needs of internal and external customers and the impact of their service delivery</li> <li>• Outstanding internal and external customer service skills</li> </ul>
Decision Making	<ul style="list-style-type: none"> <li>• Makes swift and well-judged decisions within scope of control seeking advice and guidance where required</li> </ul>
<b>SELF MANAGEMENT</b>	
<b>Competency</b>	<b>Required Behaviours</b>
Self awareness	<ul style="list-style-type: none"> <li>• Understands the likely implications and impact of emotions and actions, both on self and others in a range of situations.</li> <li>• Is aware of own personal strengths and development needs</li> <li>• Learns from experiences and takes action to modify own behaviour</li> <li>• Accepts constructive criticism and is open to change</li> </ul>
Self confidence	<ul style="list-style-type: none"> <li>• Acts with confidence and self assurance</li> <li>• Prepared to accept stretching challenges</li> </ul>
Integrity	<ul style="list-style-type: none"> <li>• Demonstrates a sense of commitment to openness, honesty, inclusiveness, loyalty and high standards</li> <li>• Ensures financial probity at all times</li> </ul>
Adaptability/ Flexibility	<ul style="list-style-type: none"> <li>• Shows willingness to implement change and new approaches</li> <li>• Able to change plans and priorities to deal with unexpected events</li> </ul>
Self Control	<ul style="list-style-type: none"> <li>• Manages own responses and reactions carefully when faced with demanding situations or challenges.</li> <li>• Remains objective, stable and calm during emergencies</li> </ul>