

JOB DESCRIPTION

Job Title: Special Events Manager

Department: Development

Reports to: Development Director

BACKGROUND AND CONTEXT

English National Ballet (ENB) exists to bring world-class classical ballet to the widest possible audience - delighting them with the traditional and inspiring them with the new. Under the leadership of Artistic Director, Tamara Rojo, the Company's artistic output, reputation and ambition is growing rapidly and in summer 2019 ENB will move into a purpose-built new home at London City Island in Canning Town, East London.

Our new home, shared with ENB School, will be a world-class dance hub with state-of-the-art rehearsal, creation and technical facilities. Collaboration and learning will be at the core, enhancing our mission to take ballet out to reach as many people as possible.

PURPOSE OF THE POST

We are looking for an experienced Fundraising Events Manager, with a track record of leading successful Galas and special events, who has excellent communication skills, creativity and strong financial acumen.

The Special Events Manager is a new post within ENB's Development department, responsible for managing and delivering fundraising events including the Annual Gala with an annual income target of c. £600k. The Special Events Manager will work closely with the Development Director to lead effective volunteer committees and collaborate with colleagues across ENB's Development, Events and Communications teams.

KEY RESPONSIBILITIES

Strategy and delivery

- Develop and deliver a fundraising events strategy that builds on ENB's current events programme and identifies creative new fundraising opportunities
- Plan and manage ENB's fundraising events programme, including an Annual Gala and biennial Nutcracker Gala, consistently delivering fundraising events to the highest possible standard, maximising opportunity, donor experience and net income
- Liaise between the Gala Committee and Head of Corporate Partnerships on any contacts or potential partners for sponsorship and in-kind sponsors

- Source auction, goody bag and raffle prizes for ENB's Gala, always working to consistently high standards of customer experience with auction prize-winners, suppliers and volunteers, and delivering experiences post-event
- Liaise with designers and printers, and with colleagues in the Marketing and Communications team, to design and create impactful print and digital communications, including event invitations, programmes, tickets and information online
- Provide clear communication to guests attending ENB Galas and special events throughout the event process including invitations, confirmation, crediting and thanking
- Liaise with ENB's Enterprises and Events team on operational, logistical, artistic and production aspects of fundraising events
- Contribute to events planning across the Development team, supporting Heads and Managers to develop creative events ideas for cultivation and stewardship.

Committee management

- With the Development Director, manage the volunteer committees for the Gala and other fundraising events, developing trusted, two-way relationships with key volunteers and committee members
- Prepare papers for Gala Committee meetings, including agendas, updates, presentations and minutes, ensuring that follow-up by both volunteers and the ENB team is effectively delivered
- Liaise with the wider Board and Development Board on fundraising events, preparing briefings and presentations, as well as meeting Trustees and other volunteers as required
- Work with the Head of Individual and Trusts Giving and their team to build and extend Committee members' support of ENB, identifying opportunities for volunteers to become more closely involved with the Company.

Finance and administration

- Manage and report against income and expenditure budgets for fundraising events, reconciling monthly Management accounts and event-specific budgets
- Support the delivery of sponsorship and in-kind sponsorship for Galas and fundraising events, as required and in collaboration with the Head of Corporate Partnerships and Corporate Partnerships Officer
- Prepare briefing notes, volunteer briefings and seating plans
- Ensure the efficient administration of the Development events function, including data management, compliance with GDPR, gift aid and adherence to all legal and ethical policies.

PERSON SPECIFICATIONS

Experience and knowledge

- A proven track record of successful special event delivery and Gala management to reach agreed income and other targets
- Experience of managing multiple and complex projects with different stakeholders
- Experience of managing volunteer committees
- Demonstrable budgeting and financial management skills
- Able to spot opportunities and work collaboratively to maximise them
- Demonstrable knowledge of GDPR, fundraising standards and Gift Aid

Skills and abilities

- Clear, confident and persuasive communicator with excellent relationship building skills
- Creative, self-motivated and target-driven
- Ability to lead and motivate colleagues, committee members and volunteers
- Superb attention to detail
- Effective in using CRM databases (preferably Tessitura) to manage and track relationships, guest lists and bookings, and income
- Inspire credibility and trust by acting openly, professionally and respectfully at all times

This job description is a guide to the nature of the work required of the prospective employee and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required in the future.