

## Role Description

<b>Job title:</b>	<b>Events Manager</b>
Team:	Events
Line manager:	Head of Supporter Engagement
Direct reports:	Two
Key internal relationships:	<ul style="list-style-type: none"> <li>• Church engagement team</li> <li>• Supporter communications team</li> <li>• Wilberforce Academy team</li> <li>• Senior management team</li> </ul>
Key external relationships:	<ul style="list-style-type: none"> <li>• Existing supporters</li> <li>• Potential supporters / UK Christian community</li> <li>• Church leaders</li> <li>• Event organisers and church contacts</li> <li>• Volunteers</li> </ul>

## Purpose

We're a growing movement of Christians passionate about seeing the love, justice, truth, freedom and hope of Jesus at the heart of society.

Your role is to ensure that all our events, from visits to local churches to our residential training events, serve our strategic purpose in building and empowering the Christian Concern community to seek justice, speak truth and bring hope.

## Priorities

In a nutshell, this is what we think would constitute success in this role:

- **Brilliant events that connect people with our ministry and grow the movement:** we want events that get great reviews from current and potential supporters, connect them with our ministry, grow the movement, and deepen relationships. We're looking for events that are well attended, well organised, attractive, have just the right content for the audience, are on budget, and result in those coming having a greater connection to the Christian Concern movement.
- **Great reviews from external contacts:** we want to hear that church leaders, external event organisers, volunteers and others you deal with, love working with you. We want to hear them say things like 'organised, professional, friendly, helpful, enthusiastic and positive'.
- **Great reviews from colleagues:** we want those who are speaking and helping at events to feel excited, enthused and empowered by working with you, and to feel well-briefed and supported, before, during and after the event, so that they can focus on delivering their best. And on a day-to-day basis, we want those across the organisation to enjoy working with you and to have confidence that events will be delivered efficiently, professionally and in line with our mission, values and objectives.
- **Brilliant logistics and processes:** we want logistics that are efficient, cost-effective and so smooth that they're hardly noticed. We want to see a stock room so tidy and well organised that it's beautiful, and resources that are amazingly creative and attractive. We want to see technology being used to make things as efficient and easy as possible. And we don't want last minute crises or costly mistakes!

- **A model ambassador for the Christian Concern movement:** we want to see in you a model ambassador for our ministry who is able to inspire and equip others, especially those who help at our events. We want to see winsome, warm, persuasive communication, fuelled by knowledge of our ministry, that is effective in bringing people into the Christian Concern movement and helps the relationship to grow.

## Key characteristics

This is what we think you'll need to be to succeed:

- **Godly:** you'll need to love God and others, to be passionate about our vision, want to see Jesus made known and be committed to our mission.
- **Professional and personable:** you'll be communicating with a wide variety of stakeholders in the office and at events, so you'll need to be able to relate appropriately, and be smart and professional in appearance.
- **Friendly and helpful:** you'll need to have a strong desire to serve and help others, even when it potentially creates more work for you, and able to listen well. You'll need to be able to remain calm, patient and positive, even when you encounter challenges.
- **Enthusiastic and persuasive:** you'll need to be enthusiastic and persuasive about our ministry, able to deal with objections and effective in building support for our work. You'll need to be a brilliant model for those who help at our events and advocate for our ministry.
- **Able to scope and manage projects:** you'll need to be able to break down a bigger project into constituent parts or phases, plan them accordingly and then make them happen, on time and on budget, without needing to be chased.
- **Able to cope with some ambiguity and change:** being a fast-paced, responsive organisation, the extent of structure or supervision may at times be more limited than it might ideally be, and priorities, projects and objectives can change reasonably quickly. You'll need to be able to cope with this and continue to function effectively. You'll need to cope with some interruptions to your planned work and be ready to respond to short-notice requests without it causing you stress or frustration. You'll need to be effective at multi-tasking, and even enjoy the variation or excitement that it can bring.
- **Accurate and reliable:** you'll need to be able to get the detail right, without reminder.
- **Proactive:** you'll need the drive to solve problems and overcome obstacles.
- **Customer-minded:** you'll need to be able to put yourself in the shoes of our supporters, potential supporters and church contacts, and think about how we can best do things to serve them and connect them with our ministry.
- **Excited by beautiful things:** whether it's a leaflet, a web-page or an exhibition stand, you'll need to love attractive, well-designed things that communicate effectively and connect with people.
- **Able to improve things:** you'll need a strong desire to improve our supporters' experience, the quality of our events and the effectiveness of our internal systems, and the drive to take that desire through to implementation. You'll also need some 'systems thinking' that enables you to spot problems with processes and bring positive change.
- **Collaborative and communicative:** you'll need to be an excellent team-player, keen to help colleagues, and proactive in communicating well about what you are doing and what you need from others.
- **Keen to learn and grow:** you'll need to be keen to improve, develop and be stretched, and value feedback, both positive or negative.

For more detail about what we're looking for, see the person specification below.

## Main responsibilities

- 1 **Managing and developing our Events team – for example:**
  - Planning, allocating, coordinating and monitoring the work of the team to ensure on-time, on-budget, to-standard delivery, and successful outcomes, especially in areas 2 – 9 outlined below
  - Mentoring and developing individuals within the team
  - Growing and developing the team
  - Ensuring team alignment with wider organisation
  
- 2 **Managing and maximising Christian Concern visits to churches and groups – for example:**
  - Ensuring requests from churches and other groups for speakers from Christian Concern are processed accurately and promptly
  - Liaising and managing practical details with organisers
  - Speedy liaison with potential speakers and confirmation
  - Booking and briefing helpers
  - Organising travel and accommodation for speakers and helpers, as needed
  - Providing briefing (including written notes) for speaker
  - Identifying ways to maximise event (e.g. selecting appropriate resources and materials, suggesting promotional ideas etc.)
  - Ensuring events are appropriately profiled and promoted through both Christian Concern and external channels (including, where necessary, production of promotional materials)
  - Liaising with our creative, design and communication teams to maximise event impact
  - Organising materials, travel, accommodation, logistics, expense payments and appropriate record-keeping for such events
  
- 3 **Managing and maximising Christian Concern visits to festivals, conferences, exhibitions and similar events – for example:**
  - Researching and booking display opportunities at exhibitions, festivals and conferences
  - Booking and briefing helpers
  - Organising materials, travel, accommodation, logistics, expense payments and appropriate record-keeping for such events
  - Suggesting and implementing ways to maximise the impact for Christian Concern
  - Liaising with our creative, design and communication teams to maximise event impact
  
- 4 **Managing and maximising the impact of Christian Concern’s ‘hosted and major events’ – for example:**

Overseeing all aspects of planning, execution and review of ‘hosted and major events’ (e.g. Wilberforce Academy, day and residential conferences, book launches, social events for key supporters, advocacy / campaigning events), including:

  - Generating and implementing ideas to maximise promotion, advertising and impact of event
  - Design, production and booking of promotional material and advertising
  - Design and use of (online) ticketing / booking / payment system
  - Design and production of event programme
  - Booking and briefing helpers
  - Booking and briefing speakers
  - Travel arrangements, accommodation and logistics
  - Preparation and transport of resource and promotion materials
  - Management of stewarding and helpers
  - Ensuring prompt payment of invoices, expenses and gifts
  
- 5 **Managing and maximising other speaking opportunities for Christian Concern – for example:**

e.g. invitations to speak at conferences (including overseas), speaking tours and visits, other similar events

  - As for responsibility 1 above

- 6 **Managing and improving business processes for the effective delivery of events – for example:**
  - Mapping existing processes and identifying areas for improvement
  - Working with internal teams (e.g. technology team) and external suppliers to deliver process improvements
  - Providing training for team members on the use of new processes
  
- 7 **Managing materials and resources for events – for example:**
  - Managing stock-levels of resource materials (e.g. booklets, Wilberforce Publications books) and promotional materials (e.g. banners) used at events
  - Ordering resources and printing as required (including minor updates of materials)
  - Ensuring tidiness and good order of stock-room
  - Ensuring relevant materials available for events (and managing volunteers and others in assembling resources, where possible)
  - Ensuring resources and materials are transported to and from events in a timely and efficient manner
  - Ensuring good record-keeping and reporting
  
- 8 **Building our pool of speakers and helpers for events – for example:**
  - Working with the senior management team to identify potential speakers within the Christian Concern team and organising training etc..
  - Advertising, recruiting, training and mentoring those who assist at our events (whether on a paid or voluntary basis)
  
- 9 **Improving brand and strategic alignment of our events – for example:**
  - Ensuring presenters at event clearly communicate Christian Concern’s vision, impact and ‘calls to action’
  - Ensuring ‘look and feel’ of events is consistent with overall branding and messaging of Christian Concern
  - Identifying need for new or revised resources and materials, and managing production
  
- 10 **Arranging cover for our supporter services team – for example:**
  - Providing cover from within the events team, as needed, when supporter service team members are unavailable (e.g. on telephone calls, lunch-breaks, annual leave)
  - Answering telephone, email and other enquiries from supporters and others
  
- 11 **Carrying out other reasonable duties as required – for example:**
  - Other reasonable activities necessary to ensuring that the work of Christian Concern and the Christian Legal Centre is carried out effectively

## Person specification

Vision and values	
Passionately supportive of Christian Concern and the Christian Legal Centre’s vision, mission, ethos and our stance on campaign issues and cases	Essential
Willing to represent us and our message and mission through various channels (e.g. through public-facing role at Christian Concern events, email communications with supporters)	Essential
Willing to lead prayer and biblical reflection, and participate in our weekly prayer meeting	Essential

Committed to our Christian beliefs (as set out in our statement of faith) and to living and working in accordance with them, to recognising the authority of the Bible in all matters, and to maintaining your own discipleship of Jesus and being a good role model inside and outside the organisation.	Essential
Existing understanding of Christian Concern’s main campaign issues and the theological principles underpinning our approach	Desirable
<b>Character and temperament</b>	
Takes responsibility, keeps projects on track despite setbacks, and hits deadlines	Essential
Highly organised, great time management, able to prioritise, takes a structured approach to work and can be relied upon to execute routine and delegated tasks without reminder	Essential
Works effectively when supervision or structure is limited, takes initiative, overcomes obstacles and takes proactive approach to problem solving	Essential
Works effectively in a rapidly changing and pressured environment, can cope with change and uncertainty, continuing to communicate and work well with others	Essential
Good attention to detail, committed to accuracy and precision	Essential
Likes to improve things	Essential
Creative and innovative, with an eye for beauty and good design	Essential
Friendly, positive, patient and helpful in dealing with others, even when under pressure or time is short	Essential
Enthusiastic and persuasive communicator, able to promote our ministry winsomely and warmly	Essential
Eager to grow and benefit from training	Essential
Willing to work flexibly when needed, including occasional working out of normal office hours	Essential
<b>Experience</b>	<b>Level</b>
Experience in planning and running events	Desirable
<b>Skills and knowledge</b>	<b>Level</b>
Excellent written and spoken communication skills, and high standard of phone and email etiquette	Essential
Excellent office IT skills (e.g. using Office 365)	Essential
Ability to quickly grasp our ‘voice’ and our ‘message’ on our issues of interest	Essential
Working knowledge of graphic design and image editing and / or working knowledge of website content management (e.g. WordPress) and email marketing tools (e.g. MailChimp)	Desirable

**Qualifications**

Degree level qualification (in relevant subject) or equivalent experience Desirable

Full, clean UK driving licence Desirable

**Other**

**Additional Information:**

You may be required occasionally to carry out other reasonable activities necessary to ensuring that the work of Christian Concern and the Christian Legal Centre is carried out effectively.

There is an occupational requirement that the successful candidate be a practising Christian, committed to the upholding the Christian Concern statement of faith in lifestyle and belief.

**For office use:**

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