



*Being there for you
and your family*

JOB DESCRIPTION

JOB TITLE: Mass Participation Events Officer

BASE: Leicestershire & Rutland Hospice

RESPONSIBLE TO: Events Lead

HOURS OF WORK: 37.5 hours per week

JOB SUMMARY:

- Plan, develop and deliver a programme of mass participation events and fundraising activities to achieve targets contributing to a team target of £900,000 and a departmental target of £6M.
- Maximise income for LOROS' mass participation and iconic flagship events; including The Run Leicester Festival, LOROS Twilight Walk and Rothley 10k.
- Ensure the safe and responsible delivery of large scale running and walking events, minimising and mitigating risk throughout all stages of the event organisation process.
- Create incredible experiences for attendees through structured participant journeys and communications that encourage repeat participation for the future.

KEY DUTIES & RESPONSIBILITIES:

- Create, manage, and deliver robust project plans for allocated events, taking overall responsibility for all stages of campaign development and engaging with all relevant internal and external stakeholders
- Effectively manage individual project income and expenditure, providing accurate and timely reports to the Events Lead focussing on agreed KPIs
- Working with the Events Lead, monitor event trends, identify opportunities and conduct feasibility studies to grow existing events beyond their current capacity

allowing the portfolio to reach its potential. This may also include the introduction of new events to ensure that our offering remains current.

- Work closely with the Supporter Data and Marcomms Teams to utilise various communication and engagement methods/activities to ensure the highest level of supporter participation, stewardship and retention.
- Take ownership over the full management of the “on the ground” event delivery of flagship events, including but not limited to supply & stock management, merchandise, sponsorship, kit and equipment, preparation and build of event site, loading / unloading, coordinating staff & volunteers, producing site plans, risk assessments and working documents and being the main point of contact on site throughout the duration of the event.
- Plan and deliver safe running and walking routes, evaluating risk and implementing road closures where necessary, ensuring all marshals are equipped with the information they need for the event to run smoothly.
- Collaborate with external suppliers and organisations such as Highways departments, first aid providers and the Police as part of Safety Advisory Groups to ensure safety at LOROS events.
- Build and maintain strong and sustainable working relationships with internal and external stakeholders; negotiating contract/service agreement terms & conditions when necessary.
- Minimise disruption of events to the general public where possible through resident and business communications ahead of events.
- Recruit and steward supporters across a variety of audiences including participants, volunteers, sponsors, donors, suppliers and other charitable organisations. Working with the Events Lead, map and develop LOROS’ event supporter journey, seeking to enhance our supporters experience, ensuring participants have a positive, memorable, enjoyable and safe experience that they want to repeat year on year and are likely to recommend to friends and family.
- Ensure the consistency of supporting event structures through relationship building and succession planning of suppliers and key volunteers.
- Promote fundraising for LOROS as a key part of runners and walkers’ participation, maximising income for the charity and converting participants into longer term supporters of LOROS.

- Recruit, lead and support volunteers across a number of different roles, be that in an event village, marshalling, car parking, running water stations, or as ambassadors etc.
- Build relationships with local running groups, encouraging support both as participant and volunteers.
- Evaluate and report on event success and insights, making recommendations as part of an annual portfolio analysis, sharing learnings and helping to shape future planning and budgets.
- Identify and investigate challenges to understand root causes and potential implications on the event delivery and work towards finding and proposing appropriate solutions.
- Fully debrief events, ensuring all feedback is captured, discussed and considered for future recommendations across the board.
- Provide support to the Events Lead, helping to deliver the strategic aims and departmental objectives in line with LOROS' overarching mission.

LINE MANAGEMENT RESPONSIBILITY:

- Manage staff and volunteers at on site at events ensuring adequate safety briefing and compliance with LOROS policies and procedures.

GENERAL:

- As appropriate, represent LOROS which may include public speaking and presentations as required.
- Answer telephone calls, handle general fundraising enquiries and correspondence for the department which includes acknowledging voluntary income, as required.
- Ensure the meticulous recording of all data relating to fundraising on Raisers Edge and filing systems to ensure accurate Customer Relationship Management.
- Adhere to LOROS policies and procedures and best practice as set out in the Institute of Fundraising's Code of Practice and ensure that all activities comply fully with relevant Data Protection law and any other relevant legislation

- Provide event support, help at events across the entire portfolio and represent LOROS on other occasions as deemed necessary. This will require working outside of contracted hours for which you will receive time off in lieu.
- Support the overall objectives of the Fundraising Team and wider Income Generation Directorate
- All staff is subject to Equal Opportunities Legislation, the Data Protection Act and LOROS Confidentiality Policy.
- To carry out and comply with the prevention and control of infection as per LOROS policies and procedures.
- All staff is subject to LOROS policies, procedures and conditions of service, with reference to the Health and Safety at Work Act 1974.
- Take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work.
- Co-operate with their employer as far as is necessary to meet the requirements of the legislation.
- All staff should be aware of and aim to contribute to LOROS' Vision and Mission and also strive to exhibit the Values & Behaviours at all times (see attached document).

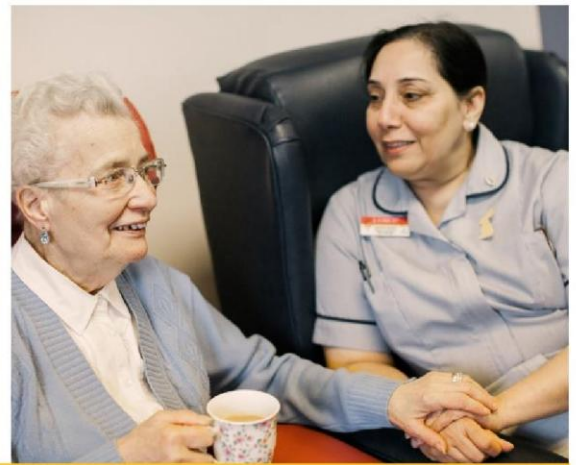
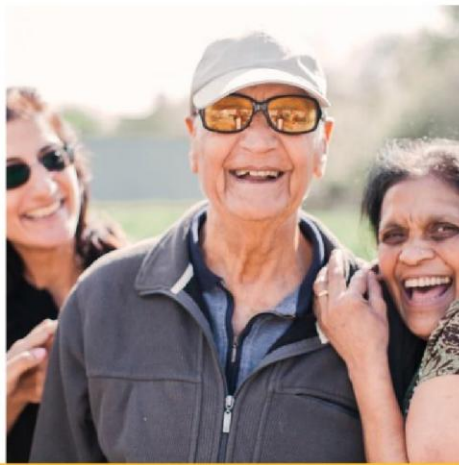
The contents of this job description are not exhaustive and may be amended in accordance with the needs of the service after discussion with the post holder whose agreement will not be unreasonably withheld.

Signed..... Date.....

Postholder

Signed..... Date

Line Manager



Our vision and mission



Vision

(Our long term aspiration for our society)

Everyone with an incurable illness has the right to excellent care. This should value and respect their uniqueness and their own choices. People should be enabled to live and die with dignity and with appropriate and compassionate support for themselves and their loved ones.



Mission

(Our goals and activities in working towards our Vision)

LOROS is a charity whose aim is to enhance the quality of life of adult patients with cancer, progressive neurological conditions and end-stage organ failure for whom curative treatment is no longer possible. Patients are treated at the Hospice and in the community based upon clinical need, regardless of background and the ability to pay.

LOROS specialises in holistic, multidisciplinary care, focused on the whole person and including family and carers. The care given takes into account the patients' physical, psychological, social and spiritual needs as well as their own choices. Family members are supported in adjusting to loss and bereavement.

LOROS contributes to the education and training of its own and other health and social care professionals and of volunteers. The charity is also committed to research in order to improve the understanding and practice of palliative care.

loros.co.uk

Registered Charity No: 506120

LOROS

Hospice Care for Leicester, Leicestershire & Rutland

Being there for *you*
and *your family*



Our values and behaviours



Professional

Showing respect to patients and families, as well as members of our community, staff and volunteers.



Focused

On exceptional quality service and support for patients and families whilst listening, learning and adapting to their diverse needs.



Collaborative

Working together as colleagues and with local, regional and national partners to grow meaningful relationships and achieve sustainability.



Compassionate

Showing kindness, discretion and sensitivity as we care for our patients, families, our community, staff and volunteers.



Trustworthy

Be honest, reliable and consistent, showing respect and dignity in everything that we do.



Accountable

To our patients, their families, our community, staff, volunteers and external organisations/bodies.

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