

Job description

Events Organiser and Fundraising Executive

1 Accountabilities

Accountable to: Principal

Liaison: LBC Staff and Board of Governors, Finance Department, Donors, Patrons, External grant-givers,

2 Job Purpose

The primary functions of this role are to organise events, manage all categories of fundraising income for LBC and to support the Principal and Board of Governors in raising additional funds.

- 2.1 Organise fundraising events.
- 2.2 Support the Principal and members of the Board of Governors in their contact with major donors.
- 2.3 Develop and implement a communication strategy for Patrons, Friends and Alumni.
- 2.4 Research, write and submit grant and trust applications.

3 Fundraising

Major Donors

- 3.1 Ensure that accurate, up to date records are maintained for all donors.
- 3.2 Set up a programme ensuring Patron involvement.
- 3.3 Write appropriate fundraising letters on behalf of the Chair or Principal ready for signature.
- 3.4 Write pledge redemption and thank you letters ensuring that pledges are fulfilled.
- 3.5 Ensure regular and appropriate communication with donors and patrons to keep them informed of activities and achievements of LBC.

Communication Plan

- 3.6 Develop and implement a communication plan for Patrons, Friends and Alumni, which should involve regular newsletters and a series of small events that will help to build support and enthusiasm for the continuing development of the College
- 3.7 Build personal relationships with the donors with a view to securing their long-term commitment.
- 3.8 To mutually agree with line manager annual fundraising target.
- 3.9 Create a fundraising strategy for engaging different generations of donors, with a view developing long term ongoing relationships and securing regular donations.
- 3.10 Investigate and create ways of engaging younger supporters and maximise the benefits of social media.

4 Event Management

- 4.1 Develop Patrons' events to ensure they feel connected and appreciated.
- 4.2 Develop Friends' events with a view of attracting new donors.
- 4.3 Attend and be responsible for all aspects of events, including event logistics and running order, which includes a high profile annual fundraising dinner.

5 Other Responsibilities

- 5.1 Provide fundraising progress for Board of Governors meetings as and when required.
- 5.2 Provide staff support to a Board of Governors Fundraising sub-committee, as required.
- 5.3 Assist in the development of publicity and marketing materials.
- 5.4 Carry out any other relevant tasks as requested by Principal.