This post is subject to a satisfactory Criminal Records Bureau (CRB) declaration. A full CRB check may be carried out on randomly chosen declarations which will disclose all cautions, reprimands and warnings as well as convictions.

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| **1. Post** |
| Post: | Events & Community Officer |
| Department: | Fundraising |
| Salary: | £22,000 - £25,000 | Date: | April 2017  |
| **2. Supervisory responsibilities/position in structure** |
| Responsible to: | Deputy Head of Fundraising  |
| Responsible for: | Events & Community Volunteer / Intern  |
| **3. Main function of job** (Note: in addition to these functions employees are required to carry out such other duties as may reasonably be required) |
| The Lullaby Trust provides expert advice on safer sleep for babies, supports bereaved families and raises awareness on sudden infant death. Sudden Infant Death Syndrome (SIDS) is the biggest cause of death in babies over one month old. In England and Wales, about 600 babies die unexpectedly annually and the deaths are referred to the coroner; of these tragic deaths about 230 remain unexplained or only partially explained after post-mortem examination. The fundraising team at The Lullaby Trust raises income from individuals, events and community fundraisers, corporates and trusts, providing the financial resources for The Lullaby Trust to succeed in its work, and there are exciting challenges and opportunities ahead for the charity. The post of Events and Community Officer sits within a successful, friendly and committed team and offers a varied and dynamic role for someone who has at least one year’s experience in Events or Community Fundraising. You will manage, develop and grow key Lullaby Trust challenge events and community fundraising income streams. You will carry out the research, promotion, administration and execution for these events and will work closely with the Deputy Head of Fundraising. |

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| **4. Main Duties & responsibilities** Manage and develop a range of income opportunities and fundraising projects including community fundraising (including Miles in Memory, RAG, schools) and events fundraising (including third party runs and open challenges) Produce planning documents, communication plans and post event evaluations for each project areaWork with the Fundraising Officer on creating and implementing key ‘friends groups’ in key UK regions with support from Deputy Head of Fundraising Use effective systems to regularly review activity against set KPI’s and flag any issues in 1:1’sWork to financial budgets and monitor income for individual events and projectsAssist the Deputy Head of Fundraising with setting annual income and expenditure budgets and forecastsWork with the team to coordinate the promotion of events and challengesInput into Events and Community e-newsletters & evaluate open rates Regularly monitor and update the Events and Community webpages for your areas Coordinate data management on Raiser’s Edge to ensure individual records are kept to a high standardCommunicate with supporters, responding to incoming telephone and email enquiries, making follow-up calls, sending regular fundraising updates and writing thank you lettersManage fundraising materials and liaise with suppliers to coordinate new orders of stockDistribute fundraising materials to supporters as needed and monitor and record out-going stock Carry out research and submit proposals on new community and event projects and campaigns Assist at Lullaby Trust events. This will include some out of hours and weekend work. Time Off In Lieu will be given when this occurs Attend and input into mind mapping meetings and general meetings as neededRegularly keep up to date with IOF & sector trends Undertake any other reasonable duties as may be required  | **Level of responsibility (direct or indirect D/I)**DDDDDIDDDDDDDDDDDD |

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| **5. Requirements to carry out job** |
| Essential or desirable requirement – please indicate against each heading | E | D |
| Qualifications/education required: |  |  |
| GCSE standard  Degree/Higher Education  | E | D |
| Competencies required: |  |  |
| Experience of working within a fundraising environmentExperience of working to financial targets and commitment to the achievement of financial targets Commitment to the highest level of donor careCommitment to high standards in all areas of work Diplomacy, with a high level of enthusiasmAble to deal sensitively with bereaved parents who contribute to fundraising initiativesAbility to represent The Lullaby Trust at events and functions  | EEEEEE | D |
| Specialist training required: |  |  |
| n/a |  |  |
| **Any particular aptitude/skills required**Good working knowledge of Word, Excel and Outlook Good working knowledge of Raiser’s EdgeExcellent relationship builder both on phone and in person, able to effectively communicate with donors Ability to communicate appropriately with target audiences across different media (postal mailings, e-communications and social networking sites)Persuasive and effective written style with an eye for detailAbility to form and maintain sound relationships and to work within a teamAbility to plan and prioritise own work load and work to deadlinesHigh level of efficiency, able to cope under pressure | EEEEEEE | D |
| Personal characteristics required: |  |  |
| Self-motivator Energetic with initiative and drive Friendly, determined, resourceful and professionalEmpathetic approach to the issue of sudden infant death Commitment to the organisation’s strategic goal to reduce the rate of unexplained cot deaths by 2020 | EEEEE |  |
| **6. Special terms** |
| Special conditions, eg, working with hazardous substances, equipment, animals: | n/a |
| Working in different locations: | Assisting at The Lullaby Trust events outside of the office as and when required (TOIL will be given)  |
| Benefits | 25 days annual leave; eye care vouchers; free travel loan after 6 months; employee-contributed pension scheme available after 6 months  |
| Potential interview dates  | 4th / 5th May 2017  |