**Events and Supporters Officer**

Grade C3: £23,100 - £24,267 per annum (full time – 35 hours per week)

We are looking for an Events and Supporters Officer to join our team. This is a new role that will support the design and implementation of a new supporter and events programme for NEF, working across our Communications and Fundraising teams. We are keen to engage with and influence our audiences differently and grow our supporter base, as well as the income generated through events and individual giving.

The first half of the role is related to event design, management and delivery. This will range from roundtables, conferences, trainings and seminars to partnership events with other organisations, as well as more bespoke and hopefully fun events for our supporters and the wider public.

The second half of the role relates to supporting the development of our supporter offer through engaging and creative communications, digital and print content and tailored events. This will also involve thinking through and improving supporter journeys with a view to increase donations or have more people sign up for regular giving.

**Your primary responsibilities**

**Events**

* Lead on designing and running an annual events programme for NEF with the support of the Comms and Senior Leadership Team. This will include: organising and managing events for key NEF audiences including policy-makers, practitioners, campaigning organisations, media people, funders, supporters and the general public; coming up with topic ideas; identifying speakers and putting together and managing speaker line-ups; designing the layout of different kinds of events; and establishing and maintaining key relationships with stakeholders and external providers.
* Work with the programme teams to help deliver events for our many varied and different projects.
* Project manage individual events including: drafting timelines; devising and executing outreach strategies; liaising with speakers and delegates; managing invitation lists; sending invitations, managing RSVPs and promoting events to secure maximum attendance; and negotiating and liaising with venues, caterers and AV companies.
* Work with the Comms and Programme Teams to publicise events, including drafting blurb and designing/sending invitations, and on NEF’s event branding/materials, commissioning additional branding/materials as required.
* Manage NEF’s Eventbrite
* Play a lead role at NEF’s events on the day and coordinate other members of staff required to be involved e.g. for the check-in desk, liaising with press, social media.
* Co-ordinate follow-up actions after events, including emails to attendees and non-attendees, thank you letters to speakers and coordination of content from the event e.g. Twitter Moments on social media, photos, blogs etc.
* Ensure attendance, non-attendance etc is recorded on the database and all data collected is GDPR compliant.
* Support the comms team in producing NEF’s podcast, including researching potential guests, booking and coordinating guests for particular shows and providing on-the-day support for the podcast team.

**Fundraising and NEF’s supporter programme**

* Work with the Fundraising Team to maintain and improve NEF’s supporter programme. This will involve improving and enhancing the experience and journeys supporters undertake once they become engaged with NEF with a view to increase income from supporters.
* Draft effective fundraising appeal emails and letters.
* Project manage supporter appeals, including liaising with suppliers
* Lead on donor stewardship, providing a regular communication channel with supporters including thanking and appeal updates, annual or quarterly reviews, as well as other creative communications that support donor stewardship and get them engaged in our work and campaigns
* Identifying opportunities for supporter engagement from NEF’s wider work and events programme, including developing supporter-only events or elements of events.
* Be the point of contact for all supporter queries that come via email, post or phone calls and help to resolve them in a supportive way.
* Support the CEO and other colleagues in raising funds from major donors, including tailored communications and events.

**Key skills**

**Essential**

* Experience in either events or fundraising from individuals; this experience could be in a voluntary or professional context
* Good written and verbal communications skills with the ability to draft persuasive copy and accurate, clear and concise correspondence.
* Project management skills and good IT skills, including in Word, Excel, Outlook and experience of working with Eventbrite, Mailchimp, or databases.
* Proactive and well organised, with the ability to meet tight deadlines and manage multiple priorities. Knowledge or willingness to learn about the political and economic landscape, as well as current affairs
* Excellent interpersonal skills and able to work with people from a range of backgrounds and sectors

**Desirable**

* Experience of writing copy for fundraising or campaigning appeals
* Experience of Salesforce or similar CRM
* Knowledge of the Adobe Creative Cloud Suite