

YOUR NEW ROLE AT THE TRUST



JOB TITLE:	Head of Mass Events	PAY BAND:
FUNCTION:	Fundraising, Brand and Marketing	Support Delivering Specialist/Managerial
THE TEAM:	The Mass Events Team designs and executes a broad and diverse portfolio of events on behalf of The King's Trust. Such events bring vital income, profile, and supporters to The Trust.	Technical Lead/Function Head Senior Leadership Team










WHERE YOU WILL FIT

Director of Brand & Marketing	Senior Head of Individual Supporters and Events	Head of Mass Events	Event Managers – Mass	Events Executive – Mass
			Event Manager – Mass (Digital)	
			Event Development Manager	

HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

You will have a significant impact on the young people we support at the Trust. Through the mass events strategy that you lead and drive and the exceptional events your team designs and executes, you will raise vital unrestricted funds for our young people programmes, nurturing an extensive portfolio of existing partnerships, and through raising our profile attract new life-long supporters to the Trust.

WHAT WILL YOU DO?

-  Provide inspiring and strategic leadership of mass events at The King's Trust – contributing to the broader fundraising target.
-  Oversee, empower, and support a team of Events Managers and Executives to deliver a sector-leading events portfolio- promoting a positive and nurturing team culture.
-  Manage and steward senior volunteers via committees and individual relationships, as part of the planning and delivery of a successful event portfolio.
-  Provide close review and management of the event portfolio, driving the best ROI and overseeing and reporting against monthly performance and pipeline progress.
-  Play a key leadership role in the ongoing vision setting and stewardship of our various committees, providing business analysis for key stakeholders such as The King's Trust's Trading Board.
-  Innovate, test, and bring to market new events and products which enhance our appeal to supporters and allow them to support our life-changing work with young people.
-  To oversee our community fundraising portfolio, including working with colleagues on any future strategy and plans.
-  Drive strong, collaborative relationships within Fundraising, Marketing, Finance, Communications, and other key teams within the Trust- aligning on shared objectives and activity.
-  Champion a culture of fundraising and inclusion across the Trust through engagement with our mass events portfolio, across colleagues, volunteers, and boards.
-  Represent the organisation externally as required, inspiring and growing The King's Trust family of supporters through sustainable income-generating partnerships.
-  Empower the team to deliver an ambitious income target, per ethical, legal, trading, governance, insurance, and Fundraising Code of Practice requirements.
-  Responsible for actively contributing to an equitable, diverse, and inclusive workplace.

THE SKILLS YOU'LL BRING



All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
A high level of proficiency with technology and digital platforms, with a particular focus on innovative event delivery.	Digital innovation is likely to be at the heart of our future events strategy.
Sophisticated leadership skills, with the ability to inspire a team to perform against ambitious targets.	Effective leadership skills will be at the heart of this role.
Effective strategic cross-stakeholder management skills- inspiring respect and support at all levels.	You will have regular interaction with the Fundraising Leadership Team, key external stakeholders, Committees and Boards.
Excellent skills in prioritisation, deadline delivery and performing in a pressurised environment.	Being able to juggle and prioritise a demanding events portfolio will be key to success in this role.
Strong skills in creativity, marketing, and stewardship – and understanding the value of using high-profile individuals and media to boost campaign performance.	Such skills will be at the heart of a successful mass events portfolio- onboarding new supports, delivering innovative events and retaining long-term supporters.
Experience	Why do we need this?
Demonstrable senior-level experience in a high-performing fundraising or commercial environment.	The King's Trust is a much-admired organisation with a strong reputation for excellence – senior-level experience in an equally demanding commercial environment will be invaluable.
Extensive experience in driving successful event strategy, design, and execution.	You'll need to maximise the opportunity within the mass events space – innovating and driving a strong ROI position.
A track record of significant budgetary experience – with overall accountability.	You will present and justify the monthly budget performance.
Strong project and event management skills.	Success will depend on brilliant project management skills and extensive event management experience.
Experience in effective procurement and supplier management.	You will ensure procurement, and such practices are upheld to the highest standard will be very important at this level.

WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience in delivering a diverse, ambitious, fundraising events portfolio within the charity sector.	Charity events experience will be very advantageous given the often-competitive environment and the rich learning that provides.
Demonstrable experience in effective function leadership, including remote management of the team.	Brilliant leadership and driving a nurturing culture will be paramount to this high-pressure role.
Experience in designing and implementing effective mass engagement and participation.	Being able to draw on mass engagement experience will be highly advantageous to this role.
Skills & Knowledge	Why do we need this?
Understanding of the key principles of fundraising with a particular lens of event-led fundraising.	You need to understand what attracts and retains supporters and achieving the best ROI will be crucial.
An in-depth understanding of wide-scale mass event management and the components of successful supporter or consumer engagement.	You will take our events to the next level, building a portfolio poised for success in the new world.
Awareness and understanding of the codes of fundraising practice that govern fundraising compliance.	A key understanding of such codes will be advantageous in this role.

WHAT DO WE EXPECT FROM YOU?

OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.



Here at The King's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQIA+ Network). For more information, [click here](#).

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works at a technical lead or head of level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
<p>You inspire others through passion for what we do.</p> <p>You keep young people and our end goal in mind.</p> <p>You instil trust in others through consistency, professionalism and being accountable for team success.</p> <p>Resilient and determined in the face of challenges.</p> <p>You're authentic, bringing unique talents to work and encouraging others to do the same.</p> <p>Role models integrity and acts according to our Values</p>	<p>You understand the internal & external factors that demand change and innovation from The Trust</p> <p>You lead change processes with skill & positivity and help others see the benefits and opportunities.</p> <p>You take an entrepreneurial approach to improve how we do things.</p> <p>You take steps to further own development, coaching others to do the same.</p> <p>You encourage a culture of constant improvement.</p> <p>You role model a positive & constructive approach to giving and receiving feedback</p>	<p>You're approachable, clear, and inspiring.</p> <p>You effectively communicate information throughout The Trust</p> <p>You challenge the thinking of others and raise issues in a diplomatic, non-judgemental way.</p> <p>You seek to understand multiple perspectives, listening to others' concerns or barriers before responding</p>	<p>You role model effective and mutually supportive teamwork with colleagues</p> <p>You bring the team together in pursuit of shared purpose.</p> <p>You manage relationships with multiple stakeholders, gaining buy-in and balancing their different priorities.</p> <p>You share knowledge and information.</p> <p>You build a broad range of trusting relationships both across The Trust and externally.</p> <p>You have a broad organisation knowledge and awareness of how actions in one team will affect others</p>	<p>You translate The Trust's vision into a vision for your own team, making long-term plans and setting goals accordingly.</p> <p>You make decisions through establishing facts, considering consequences, and making sound judgements.</p> <p>You address obstacles, finding workable solutions.</p> <p>You set quality standards & challenge others to maintain them.</p> <p>You empower the team and place trust in them to take ownership and deliver results.</p> <p>You manage resources to maximise their impact and deliver results</p>

THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks per the Codes of Practice for all roles within The Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.