

Job Description

Job title: Events Delivery and Stewardship Intern

Reports to: Events Manager

Working closely with: Event Leads
Marketing and Communication Team
Community Fundraising Manager
Community Fundraising Leads
Volunteer Development Officers
Supporter Engagement Team

1. Main purpose of job

You will work as part of the Central Events team to ensure East Anglian Air Ambulance's Events programme remains exciting, relevant, fun, appropriate and inclusive.

Supporting the Event Manager/Leads you will assist on a variety of tasks to ensure Events continue to be delivered at the highest of standards, and that participants, supporters and sponsors receive effective recruitment and stewardship.

With a focus on the delivery of our flagship events such as Only the Brave, the Trek 24 series, and our virtual challenges. You will also support the recruitment and stewardship of participants for these, and individual challenge events such as the London Marathon, Overseas Events and other ticketed events.

2. Main duties/responsibilities

With direction from the Events Manager you will:

Contribute to the recruitment plan of Flagship Events by:

- Engaging with groups and clubs, collating contact information and fulfilling postal and electronic mailings to increase ticket sales.
- Promoting and marketing the events to increase ticket sales – tasks to include listing on free event websites. Through relationship building with existing partners and cold contacts such as gyms, retail outlets and health clubs you will source and secure locations to hold promotional materials.
- Creating copy and drafting social media posts for a variety of digital and social media platforms.
- Undertake administrative tasks such as the practical elements of fulfilling mailings.

Contribute to the delivery of Flagship Events by:

- Proactively engage in creative sessions to generate new ideas for the existing events.
- Source 'gifts in kind' from warm and cold contacts to fulfil event needs. Including but not limited to snack bars, water, crisps for participant and volunteer goodie bags.

- Capture conversations, insight, activity, and tasks on the CRM system (D365) and proactively report back to the Events Manager.
- Working alongside the Volunteering team for fulfilment, you will be responsible for the preparation and support the procurement of some event resources such as medals and route lanyards.
- Supporting the co-ordination and fulfilment of cheer stations at flagship and third-party events.
- Attend the events to undertake on the day responsibilities such as registration, volunteer co-ordination, and event logistics. Including set up and pack down of equipment, this will include weekends, early morning and evening work for which time will be given in lieu.

With direction from the Events Manager you will:

- Assist with generating content for the 'Get involved' newsletter, maintaining the Marketing Lists in line with supporter preferences.
- Working with the team to fulfil the social media rota for our virtual challenges including the Together We series.
- Working alongside the Volunteering team for fulfilment, writing and sending supporter thank you cards as part of the stewardship journey.
- Supporting elements of the supporter stewardship journey, including notes of encouragement, recognition, and thanks. Through written, digital and telephone calls.
- Managing ongoing queries on the event you will be a crucial point of contact and a dedicated administrator.
- Working with the Supporter Engagement Team for fulfilment you will be responsible for sending out fundraising materials to supporters within agreed SLAs, including sponsorship forms, fundraising packs, participant incentives, T-shirts. Ensuring all is captured on the database.
- Where appropriate, and as part of the stewardship plan, support base visits with our Fundraising and Charity colleagues.

3. General duties/responsibilities

- The post holder may be required to work at any of the Charity's sites in line with organisational needs.
- All staff must ensure confidentiality and security of information dealt with in the course of performing their duties. They must comply with and keep up to date with Charity policies and legislation on confidentiality, data protection, freedom of information and computer misuse.

- All staff are required to adhere to and act consistently with all relevant health and safety legislation and Charity policies and procedures in order to ensure that their own and the health, safety and security of others is maintained.
- Actively promote the Charity's commitment to equality and diversity by treating everyone with dignity and respect
- Take a proactive approach to own personal development in order to ensure that skills set is aligned to the demands of the role as it evolves and develops to meet the organisation's changing needs.
- All employees have a responsibility for protecting, safeguarding, and promoting the welfare of children and vulnerable adults.
- It is the responsibility of all employees to conduct all business in an honest and ethical manner.
- Uphold and demonstrate the Charity's values (respect, accountability, integrity, support and evolution).
- Awareness of responsibilities to reputation of charity e.g. social media and behaviour
- Reporting incidents via the Datix system as part of an open and fair culture
- Undertaking any activity as deemed appropriate by the charity and in line with skills, experience and knowledge.

4. Person specification

Experience	
Essential	Desirable
	Experience of challenge / mass participation events
	Experience of applying current legislation in relation to communicating with supporters and data protection.
Knowledge and skills	
Essential	Desirable
IT literate with good office and administration skills. Confident in the use of all Microsoft Office packages as well as	Knowledge and experience of using CRM systems.

proficient in the use of internet and email.	
Full, manual, driving licence and access to a vehicle and the ability to travel to a number of locations across East Anglia, sometimes at short notice.	
Good communication and presentation skills, confident on the telephone and face to face with the ability to deal with a diverse range of people.	
Personal qualities	
Essential	Desirable
Excellent interpersonal skills, having empathy with volunteers/supporters and an understanding of their needs.	
A good team worker, who can build effective internal and external relationships.	
A strong networker	
Resilience, energy and drive – the ability to work under pressure	
Creative - with the ability to identify and develop new initiatives	
Appreciation and alignment towards EAAA's values	