

## Role Profile

| Overview  |  |
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| Role  | Head of Events   |
| Main Purpose  | To design and lead the delivery of Hope for Justice's international events strategy. This role will introduce new models, including large-scale virtual events and experiment with innovative ways of achieving income, outcomes and testing effectiveness at delivering those outcomes. |
| Department  | Partnerships   |
| Location  | Nashville, Tennessee, US   |
| Reporting To  | International Development Director   |
| Main Duties   |  |
| <ul style="list-style-type: none"> <li>• Designing and implementing an innovative international events strategy for Hope for Justice, incorporating both face to face and virtual event delivery</li> <li>• This strategy will require analysis of existing activities, areas of required investment, KPIs and milestones as well as the projected growth of event income</li> <li>• The role will work closely with international colleagues to support income generation, bringing expertise and best practice in tendering and delivering new types of events for a range of customers while penetrating cold markets</li> <li>• Leading a team of events colleagues to deliver face-to-face and virtual events and ensuring the effectiveness of Hope for Justice's events delivery overall</li> <li>• Develop, implement and monitor international budgets. This will include producing up-to-date reports for management and the Board</li> <li>• Ensure that accurate and up-to-date information is maintained on all events on our CRM system, relevant databases and filing systems</li> <li>• Be responsible for the budget of all events</li> <li>• Be responsible for the income target and KPIs for all events.</li> </ul> |  |
| Key Result Areas  |  |
| <ul style="list-style-type: none"> <li>• To successfully lead international events colleagues to achieve income targets set by the International Development Director</li> <li>• To lead the design and implementation of Hope for Justice's innovative face-to-face and virtual international event strategy</li> <li>• Leading and delivering KPIs to ensure all events are on time, budget and executed to a high level</li> <li>• Leading monitoring and evaluating systems. Ensuring every event is evaluated, measuring effectiveness and potential opportunity for scale.</li> </ul>   |  |

| Soft Skills   | Technical Skills  |
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| <ul style="list-style-type: none"> <li>• Innovative and creative</li> <li>• Organized and methodical</li> <li>• Leadership</li> <li>• Teamwork</li> <li>• Ability to work under pressure</li> <li>• Time management</li> <li>• Decisiveness</li> <li>• Flexibility</li> <li>• Critical thinking / problem solving</li> <li>• Integrity</li> </ul>   | <ul style="list-style-type: none"> <li>• Excellent understanding of different fundraising events and potential income streams</li> <li>• Understanding of event innovation, ability to research and implement new ideas on to an existing portfolio</li> <li>• Ability to lead, manage and motivate teams in a trusting and empowering manner</li> <li>• A sound understanding of project management principles and experience in applying them, with the ability to manage multiple projects and stakeholders simultaneously</li> <li>• Excellent research and evaluation skills</li> <li>• Excellent writing skills and attention to detail</li> <li>• Excellent IT skills - experience of using fundraising databases</li> </ul> |
| <b>Experience &amp; Education</b>   |   |
| <ul style="list-style-type: none"> <li>• Educated to degree level with a qualification in event management preferred</li> <li>• Extensive experience of the successful creation and delivery of large-scale fundraising events for high net worth, business customers and individual donors. With experience in virtual event planning and execution strongly preferred</li> <li>• Able to demonstrate evidence of a process of continuous improvement in events management based on measured results</li> <li>• Experience in strategy development and implementation, engaging colleagues from across different teams.</li> </ul> |   |