

## JOB DESCRIPTION AND PERSON SPECIFICATION

**JOB TITLE:** Special Events Manager

**REPORTS TO:** Director of External Relations

**REPORTING TO POSTHOLDER:** Events & Fundraising Coordinator

**LOCATION:** Farm Africa London office

**DURATION & HOURS:** Permanent, full time

### PURPOSE OF THE ROLE

This is a very exciting role that has the purpose to develop and drive forward Farm Africa's events strategy; project managing overseas challenge events and Farm Africa's flagship Gala Ball as well as our suite of sporting events. Farm Africa uses its events to engage existing and new supporters across a variety of audiences and build its strong support for our flagship gala from the food and gastronomy sector. The role will manage UK and overseas events such as high profile challenge and major donor events in the countries Farm Africa works in.

### KEY TASKS AND RESPONSIBILITIES

#### Lead and project manage Farm Africa events

- ▼ Project manage Farm Africa's biennial Gala ensuring that the ball is delivered to an exceptionally high standard to the agreed expenditure and income budgets
- ▼ Deliver our comedy night, Laughing Season, Farm Africa's biggest public facing event
- ▼ Take the lead on all other events, including major donor receptions, networking and sporting events
- ▼ Support the Communications team and Director of External Relations on advocacy events and webinars where appropriate
- ▼ Manage a portfolio of community fundraisers that raise funds for Farm Africa through a variety of different events
- ▼ Undertake thorough evaluation of all events and apply learning to ongoing special events programme

**Develop robust event delivery, participant stewardship and evaluation processes to support Farm Africa in delivering a sector leading events programme**

- ▼ Consider how Farm Africa can offer a sector-beating experience for those taking part in our events
- ▼ Develop effective and efficient supporter care processes for all event participants working closely with Supporter Care Manager
- ▼ Undertake thorough and ongoing evaluations of all events ensuring that the programme is dynamic and effective

**Support the development of the External Relations team**

- ▼ Contribute to the team's budget management and forecasting, and manage the expenditure and income for the overall events income stream to ensure all relevant financial targets are met
- ▼ Develop effective working relationships with colleagues across the organisation
- ▼ Represent Farm Africa at relevant events and give presentations to encourage support
- ▼ Undertake any reasonable tasks as required by the Director of External Relations

PERSON SPECIFICATION	
Essential	Desirable
<b>Education, qualifications &amp; other knowledge</b>	
	Educated to degree level or equivalent
<b>Experience</b>	
Significant demonstrable experience of project managing special events and overseas challenges	Experience in creating strategies for special events in a corporate and major donor sphere
Significant experience of representing your organisation at a variety of events.	Experience of managing and accompanying supporters on overseas challenges and project visits.
Experience of setting and working to income targets and expenditure budgets.	Working with talent agencies to secure acts and VIPs
Experience of managing a busy workload effectively to tight deadlines	
Line management experience.	
<b>Skills &amp; abilities</b>	
Personal gravitas and ability to build effective relationships with colleagues, senior external stakeholders, corporate partners and major donors	Experience of using a supporter database, ideally Raiser's Edge
Excellent project management skills.	Experience of using design software (ideally Adobe Creative Suite)
Excellent relationship management skills.	
Excellent written communication skills, including excellent attention to detail.	
Strong administrative and IT skills.	

## Our Values

Investing in smallholder farming is the number one way to combat poverty in rural Africa. Farm Africa is a leading NGO specialising in growing agriculture, protecting the environment and developing businesses in rural Africa.

**EXPERT.** Deep expertise and insightful evidence-based solutions are at the heart of everything Farm Africa does.

**GROUNDLED.** Positive change starts with Africa's people, so our experts work closely with local communities, engaging them in every level of decision-making.

**IMPACTFUL.** We take a long-term view so we can deliver lasting changes for farmers and their families.

**BOLD.** We model innovative new approaches and are not afraid to challenge strategies that are failing.

Contact details:

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