

Job Description

Job Title: Events & Challenge Events Manager

Reporting To: Director of Fundraising and Marketing

Salary: £38,000 - £40,000

Contract type: Permanent

About The Felix Project

The Felix Project is London's biggest food redistribution charity and the largest end-to-end food redistribution charity in Europe.

Our vision is a London where no one goes hungry and good food is never wasted.

We rescue surplus food from businesses, supermarkets, restaurants and farms. This food is nutritious, in-date, and safe and includes a high proportion of fresh vegetables, fruit, meat and fish. If we did not rescue this food, it would be at risk of going to waste. Instead, we deliver it free of charge to London charities, schools, food banks, COVID food hubs and other organisations serving people in need. Our food is a vital lifeline for children and families, people on low incomes, people who have lost their jobs, the homeless, refugees, domestic abuse survivors, the elderly and keyworkers.

We are a very ambitious and dynamic young charity and we haven't stopped growing since we were founded in 2016 in memory of Felix Byam Shaw, by his father, entrepreneur Justin Byam Shaw. We recently ran a very high-profile media campaign with the Evening Standard and Independent, raising £10million to feed London. We have celebrity endorsement from Reece James, Phoebe Waller-Bridge and Jack Whitehall, Stephen Fry, James May and many others.

Last year we delivered enough food for 21.1 million meals to help people in need. We have continuing major growth plans for the next 4 years, with a target of delivering enough food for 100 million meals by 2024. Because nearly all the food we receive is donated by the food industry and volunteers, every £1 of expenditure redistributes £10 worth of food.

Purpose of the Job

This role will lead on creating, delivering, and managing a new series of annual Events, both Felix own events and 3rd Party events including challenge events. This will develop a new, sustainable income stream for the organisation. You will also be responsible for line-managing our Community and Challenge Events fundraiser.

Duties and Accountabilities

1. Strategy

- Implement the 3 year fundraising strategy and plan to time and budget, meeting specific financial and organisational objectives, targets and KPIs

2. Events

- Plan, market and deliver a series of new annual events for The Felix Project. This will involve, a variety of events including cultivation, fundraising, special and challenge events
- Manage booking forms, guest lists, issuing invoices and tracking income and expenditure for the events
- Source prizes and maintain a 'bank' of prizes, recorded on the CRM system, that can be used at Felix Project events
- Ensure event committee members, prize donors and guests are given excellent stewardship and thanked appropriately
- Manage supplier relationships etc.
- Manage 3rd Party events including Champion of Women and Legend's Ball
- Research and prepare biographies for prospective donors attending events
- Develop and own a pipeline of income from event opportunities
- Complete event evaluations and feedback to help with future event planning

3. Challenge Events

- Develop a Felix led bespoke challenge event in 2022 that can be replicated annually
- Support the Community & Challenge Events Fundraiser on 3rd party challenge events such as Virgin Money London Marathon and Royal Parks Half Marathon

4. Administration

- To create and manage annual budgets and targets for both Events & Challenge Events
- Work collaboratively with other team members across the fundraising and marketing team
- Effectively create and maintain up-to-date records on our Fundraising CRM
- Create and maintain up-to-date fundraising records
- Provide regular analysis and income and expenditure reports
- Provide regular activity and pipeline update reports

5. General

- Keep up to date with all the major issues related to food surplus and food poverty
- Ensure Tax and VAT requirements, relating to events and auctions are adhered to
- Assisting with other fundraising initiatives as required

- Represent The Felix Project at external events
- Contribute to team meetings
- GDPR

Measures of Success

- Establishment of new event series
- Achieving income targets for events and challenge events
- Acquisition of new supporters
- Retention of and increased support from event attendees
- Positive stakeholder feedback

Person Specification

The Felix Project recognises the positive value of diversity, promotes equality and challenges discrimination. We welcome and encourage job applications from candidates from diverse backgrounds.

We particularly welcome applications from those of a black and minority ethnic (BAME) background, as BAME people are currently under-represented within The Felix Project.

You will be a creative individual who has experience in developing and coordinating events and managing relationships with a wide range of supporters. You will have strong organisational skills and be confident to network and build relationships with supporters. You will be committed to the work of Felix and will have excellent organisational skills.

Essential skills/knowledge relevant to this role

- Experience of developing and implementing new fundraising event ideas
- Proven experience of delivering events and managing 3rd party events
- Proven experience of delivering special and challenge events
- Proven ability to manage a wide range of stakeholders and develop good relationships with supporters
- Excellent communication and interpersonal skills
- Strong writing skills
- Excellent track record of donor care
- Experience of working with a CRM database
- Well organised with a record of providing regular reports and analysis
- Budget management experience

Desirable skills/knowledge relevant to this role

- Passionate about food-waste / environment
- Proficient in e-tapestry or Microsoft Dynamics

- Confident public speaking and presenting skills
- 3+ years fundraising experience
- Motivated and enthusiastic about our work
- Brilliant communicator and influencer
- Results focused with a problem-solving approach to challenges
- Digital/IT savvy
- Competent in MS Excel/Word/PowerPoint
- Creative with an organised and methodical approach

What you'll get in return

You will be working in an upbeat, innovative charity with strong vision, ambition and a fantastic culture and leadership team. This role is located at our Park Royal (W3 0RU) depot but you will also be working in one of our other depot locations and occasionally remotely. The salary is c£38,000-£40,000 per annum (dependant on experience), 25 days annual leave + bank holidays.

Contract Type: Permanent

Hours: 37.5 hours per week, Occasionally the role will be required to work weekends.

Application procedure

Please send your CV with a covering letter demonstrating your suitability for the role to recruitment@thefelixproject.org with 'Events Manager'. We are looking for a candidate who can start immediately.

Recruitment timeline

Applications close: 14th June

First interviews: 22nd / 23rd June

(if applicable) Second interviews: 29th June