



Fundraising Events and Venue Hire Manager

Candidate information pack

Role: Summary

Department:	Fundraising
Status:	Permanent contract, subject to the Library's general employment policies
Salary Range:	£35,552 - £41,478
Location:	St James's Square, London SW1
Reports to:	Senior Fundraising Operations Manager
Key relationships:	Fundraising Director, Senior Fundraising Operations Manager, Fundraising Team Director / PA to the Director Library staff including Collection/Archive, Member Services, Marketing, Communications and Members, Programmes, Finance, Building & Facilities Donors, Patrons, Members, Library Chair, Trustees, President, Vice Presidents, Ambassadors Various external contacts including suppliers and visitors to the Library

Purpose:

- Manage the strategy to maximise venue hire income and drive a sales-focussed approach to increasing clients and bookings
- Organise and manage patrons, supporters and donor events in line with fundraising event strategy to support stewardship and cultivation activity
- Organise and manage major fundraising events including the Chairman's dinner and lunches, in line with the department's events strategy, helping to ensure income generating and donor opportunities are maximised
- Deliver the Library's president's Christmas and Summer parties
- Manage the coordination of cross-departmental event meetings

Role: Key Duties

Fundraising Events: General

- Events delivery: Organise and manage supporters, patrons, prospect and donor events in coordination with the Fundraising Team, liaising with Library staff regarding event logistics and staffing, drafting invitations and event emails, and handling any queries that arise regarding events
- Event Briefings: Compile and circulate event business case forms, run sheets, briefing and follow up documents and guest biography notes for fundraising events and venue hire events
- CRM: Ensure all briefing and events follow-up is recorded, organised and implemented efficiently with colleagues and trustees
- External suppliers: Liaise with external suppliers to provide high quality value for money venues and catering, establish and proactively maintain relationships with key industry contacts, and manage the external supplier tender process

- Cross-departmental event calendar management: Chair the monthly Upcoming Events Meeting, ensuring that key library teams are aware of upcoming events, update Fundraising and library wide calendars with key event information and work closely with the Programmes team to maximise event and venue hire capacity
- Work with the Individual Giving Officer and oversee their support in delivering fundraising events

Fundraising Events: Programme

- Events Strategy: Develop and oversee the Fundraising Department's annual events strategy, taking advantage of tactical event opportunities as they arise
- Invitation Lists: Compile, coordinate, and circulate timely and accurate invitation mailing lists, working with the Senior Fundraising Operations Manager to develop procedures to support this work
- Patrons events: Lead on the delivery and organisation of the Patrons' Event Programme, in line with the wider supporters' event programme, working closely with the Patrons & Legacy Manager and Individual Giving Officer
- Major donor events: Support the development of, organise and deliver cultivation and stewardship events, in line with the wider supporters' events programme, working closely with the Senior Major Gifts Manager and Fundraising Director
- Budget: manage event budgets effectively and efficiently, oversee and monitor events expenditure and provide financial updates and reports to the Fundraising Director and Senior Fundraising Operations Manager

Fundraising Events: Galas and Fundraisers

- Major Fundraising Events: Work closely with the Fundraising Director and Senior Major Gifts Manager to plan and manage biennial major fundraising events, such as galas, auctions and fundraising dinners
- Fundraising Event Budgets: Manage event budgets, ensuring fundraisers are planned within budget, that return on investment and income generating activity is maximised, and provide financial updates and reports to the Fundraising Director and Senior Fundraising Operations Manager
- Tactical events: Identify fundraising event opportunities that capitalise on Library contacts, stewardship and solicitation opportunities
- Stakeholders: Communicate effectively with service providers, and key internal and external stakeholders, including senior volunteer leadership, to ensure events feature high profile guests and money can't buy access and experiences

Venue Hire

- Strategy: Develop and oversee the strategic development of venue hire at the Library alongside the Fundraising Director and Senior Fundraising Operations Manager to achieve venue hire income targets, implementing a proactive sales approach to venue hire, and implement and monitor the venue hire strategy and programme
- Promotion: Develop and implement a systematic communications and promotional strategy to identify venue hire and filming clients and proactively grow venue hire income. Developing promotional materials as required, update the Library's venue hire webpages, and external listings as necessary, work closely with Library teams to identify clients and events that could be of wider benefit to the Library
- Event delivery: Lead on the delivery of venue and filming hires – conducting site visits, negotiating prices, managing invoicing and legal paperwork relating to the event booking, completing risk assessments, acting as the lead contact in advance of and at the event/booking, co-ordinating staffing of private hire events
- Client & supplier relationships: Establish and proactively maintain relationships with key industry organisations, agencies, London-based businesses and suppliers to ensure repeat bookings and long-lasting relationships

- Budget: Manage the venue hire budget effectively and efficiently, monitor the return on investment from different venue hire promotional sites and produce accurate reports on income, and appropriate KPIs as requested
- CRM: Ensure venue hire records are up to date on the database, including payment details and contact information
- Fundraising Operations Officer and casual staff: oversee their work in supporting with venue hire and filming events
- Marketing and research: Review venue hire prices annually in line with industry benchmarking and strategic targets

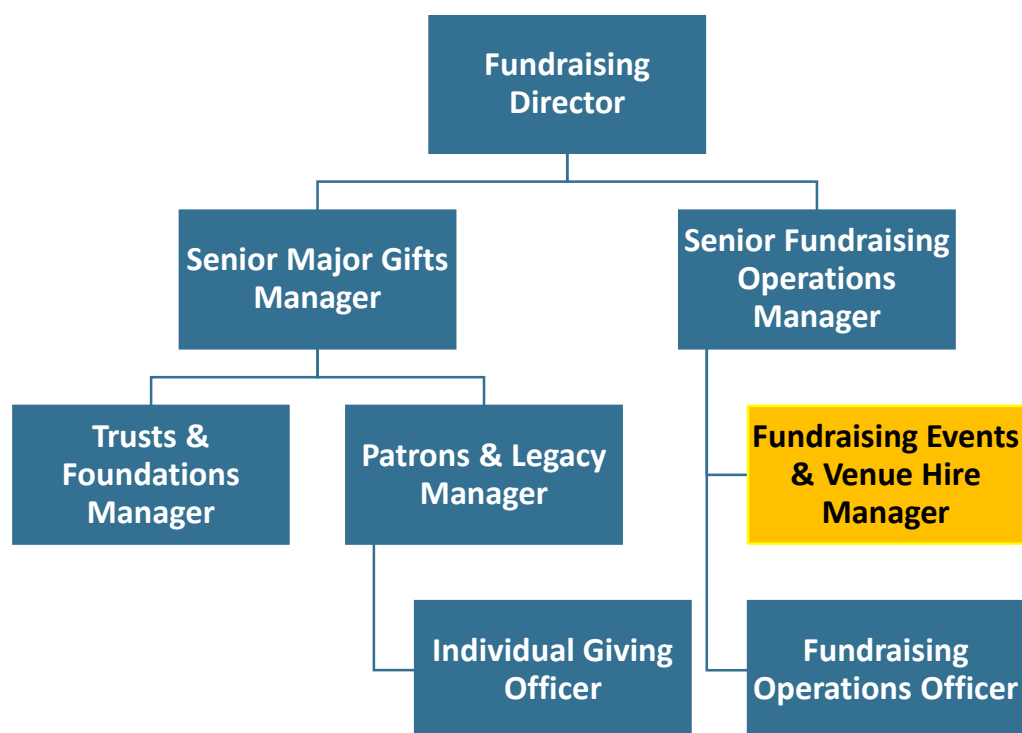
Other Duties

- Contribute to and assist with the development and implementation of the wider fundraising strategy and assist the Senior Fundraising Operations Manager with the compilation and presentation of records and statistics to inform understanding of the effectiveness of the fundraising operation
- Acquire knowledge of the Library and its membership to answer queries and give tours to prospective members as required
- Participate in breakfast and evening events or tours as required
- Attend and contribute to Fundraising Team and other meetings
- Attend and support Library activities, both onsite and offsite
- Attend appropriate training courses to improve and extend skills base as recommended
- Support activities of the Fundraising team as required to ensure the provision of a high-quality service to members, supporters, trustees and colleagues
- Other duties as may be required at the discretion of the Fundraising Director or the Library Director

The job description set out above does not form part of the contract and may be subject to amendment at the discretion of the Director of the Library.

Revised November 2022

The Fundraising Department



Person Specification

	Desirable	Essential
Qualifications		
<ul style="list-style-type: none"> Good numeracy: GCSE Maths (Grade A-C) or equivalent 		✓
Experience and Knowledge		
<ul style="list-style-type: none"> Demonstrable experience of planning and delivering fundraising events 		✓
<ul style="list-style-type: none"> Demonstrable experience of planning and delivering high-level stakeholder/donor stewardship events 		✓
<ul style="list-style-type: none"> Ability to meet deadlines 		✓
<ul style="list-style-type: none"> Track record in relationship building externally and internally and with multiple stakeholders 		✓
<ul style="list-style-type: none"> Knowledge of and interest in literature and libraries 		✓
<ul style="list-style-type: none"> Track record in meeting income targets in a venue hire setting, or other transferrable setting 	✓	
<ul style="list-style-type: none"> Experience using CRM systems in a fundraising setting 	✓	
<ul style="list-style-type: none"> Experience using Adobe InDesign or other design software 	✓	
Skills and Abilities		
<ul style="list-style-type: none"> Excellent written and verbal communication skills 		✓
<ul style="list-style-type: none"> Sound judgment in using initiative and taking responsibility 		✓
<ul style="list-style-type: none"> Ability to plan, prioritise and carry out work effectively to meet deadlines 		✓
<ul style="list-style-type: none"> Attention to detail and meticulous concern for accuracy 		✓
<ul style="list-style-type: none"> Ability to work independently and supportively as part of a team 		✓
<ul style="list-style-type: none"> Ability to communicate effectively with senior level stakeholders such as trustees, donors and senior staff 		✓
<ul style="list-style-type: none"> Ability to contribute constructively to departmental discussions 		✓
<ul style="list-style-type: none"> Excellent IT skills (MS Office, email) and a proven ability to learn new systems quickly 		✓
<ul style="list-style-type: none"> Ability to present information effectively to groups of people 	✓	
Teamwork and Personal Impact		
<ul style="list-style-type: none"> Self-motivated and confident 		✓
<ul style="list-style-type: none"> Ability to play a pro-active role within the team and when appropriate, with colleagues 		✓

	Desirable	Essential
<ul style="list-style-type: none"> • Presentation of a positive and professional image towards members and external contacts 		✓
<ul style="list-style-type: none"> • Flexible and adaptable to change 		✓
<ul style="list-style-type: none"> • Pleasant, approachable and helpful, even under pressure 		✓

Key Information

Hours of Work, Pay and Benefits

Hours of work

35 Hours per week, Monday to Friday.
9.30 – 5.30 with 1 hour for lunch.

Salary

In the range £35,552 - £41,478 per annum
subject to experience.

Annual leave

25 days plus 11 days when the Library is
closed for public holidays.

Pension

The Library operates a Group Personal
Pension Scheme. Details may be seen at
the Library. Eligibility to join and
entitlement to benefits is subject to the
rules of the scheme.

Meal allowance

In addition to salary, the Library gives a
taxable "meal allowance" of £2.08 per day
to all members of staff working a full
seven-hour day.

Cash Health scheme

All employees will be enrolled into our cash
health scheme which allows members to
reclaim the cost of medical expenses such
as dental fees and prescription charges as
well as access to a 24 hour employee
assistance service.

Group Life Assurance scheme

Employees will be covered by this policy
which will pay out a lump sum of 4x annual

salary to the staff member's nominated
beneficiary in the event that they die whilst
employed by the Library.

Season tickets and bicycle loans

(subject to a qualifying period)
Interest-free loans for the purchase of
season-tickets and/or bicycles for travelling
to and from work.

Access to collections

The facility to make full borrowing use of
the Library's collections (up to 10 books at
a time) and online resources.

Book purchase and binding

Staff may purchase books for themselves,
taking advantage of the discounts
negotiated by the Library. Discounts on
binding personal books may also be
arranged.

Training & Development

The Library is committed to the support
and development of all workers. We aim to
ensure that all workers not only have the
knowledge, skills and experience necessary
to be successful in their jobs, but also to
fulfil their career potential.

Rest facilities

Staff-room with small kitchen and dining
area offering free tea and coffee-making
facilities.

Application and selection procedures

How to Apply

Please download the application form from our website, complete all three sections and send them **by email only in MS Word format to:** vacancies@londonlibrary.co.uk quoting reference number LL/22/09. Please note that CVs are not accepted.

Timetable

Deadline for applications to be received

Sunday 8 January 2023 by midnight

Appendix – GDPR Privacy Notice

This notice explains what personal data (information) we will hold about you, how we collect it, and how we will use and may share information about you during the application process. We are required to notify you of this information, under data protection legislation. Please ensure that you read this notice (sometimes referred to as a 'privacy notice') and any other similar notice we may provide to you from time to time when we collect or process personal information about you.

Who collects the information

The London Library ('Company') is a 'data controller' and gathers and uses certain information about you.

Data protection principles

We will comply with the data protection principles when gathering and using personal information.

About the information we collect and hold

The table set out in Part A of the Schedule below summarises the information we collect and hold up to and including the shortlisting stage of the recruitment process, how and why we do so, how we use it and with whom it may be shared.

The table in Part B of the Schedule below summarises the additional information we collect before making a final decision to recruit, ie before making an offer of employment unconditional, how and why we do so, how we use it and with whom it may be shared.

We seek to ensure that our information collection and processing is always proportionate. We will notify you of any changes to information we collect or to the purposes for which we collect and process it.

Where information may be held

Information may be held at our offices and those of our third party service providers.

How long we keep your information

We keep the personal information that we obtain about you during the recruitment process for no longer than is necessary for the purposes for which it is processed. How long we keep your information will depend on whether your application is successful and you become employed by us, the nature of the information concerned and the purposes for which it is processed.

We will keep recruitment information (including interview notes) for no longer than is reasonable, taking into account the limitation periods for potential claims such as race or sex discrimination (as extended to take account of early conciliation), after which they will be destroyed. If there is a clear business reason for keeping recruitment records for longer than the recruitment period, we may do so but will first consider whether the records can be pseudonymised, and the longer period for which they will be kept.

If your application is successful, we will keep only the recruitment information that is necessary in relation to your employment. For further information, see *our data protection privacy notice (employment)*.

Your right to object to us processing your information

Where our processing of your information is based solely on our legitimate interests (or those of a third party), you have the right to object to that processing if you give us specific reasons why you are objecting, which are based on your particular situation. If you object, we can no longer process your information unless we can demonstrate legitimate grounds for the processing, which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims.

Please contact vacancies@londonlibrary.co.uk if you wish to object in this way.

Your rights to correct and access your information and to ask for it to be erased

Please contact vacancies@londonlibrary.co.uk if (in accordance with applicable law) you would like to correct or request access to information that we hold relating to you or if you have any questions about this notice. You also have the right to ask our HR team for some but not all of the information we hold and process to be erased (the 'right to be forgotten') in certain circumstances. Our HR team will provide you with further information about the right to be forgotten, if you ask for it.

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

How to complain

We hope that our HR team can resolve any query or concern you raise about our use of your information. If not, contact the Information Commissioner at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113 for further information about your rights and how to make a formal complaint.

THE SCHEDULE
[ABOUT THE INFORMATION WE COLLECT AND HOLD]

Part A

Up to and including the shortlisting stage

The information we collect	How we collect the information	Why we collect the information	How we use and may share the information
Your name and contact details (ie address, home and mobile phone numbers, email address)	From you	Legitimate interest: to carry out a fair recruitment process Legitimate interest: to progress your application, arrange interviews and inform you of the outcome at all stages	To enable HR personnel or the manager of the relevant department to contact you to progress your application, arrange interviews and inform you of the outcome To inform the relevant manager or department of your application
Details of your qualifications, experience, employment history (including job titles, salary and working hours) and interests	From you, in the completed application form and interview notes (if relevant)	Legitimate interest: to carry out a fair recruitment process Legitimate interest: to make an informed decision to shortlist for interview and (if relevant) to recruit	To make an informed recruitment decision The person making the shortlisting decision will receive pseudonymised or anonymised details only; if you are invited for interview, the interviewer will receive non-anonymised details
Your racial or ethnic origin, sex and sexual orientation, religious or similar beliefs	From you, in a completed anonymised equal opportunities monitoring form	To comply with our legal obligations and for reasons of substantial public interest (equality of opportunity or treatment)	To comply with our equal opportunities monitoring obligations and to follow our equality and other policies
Details of your referees	From your completed application form	Legitimate interest: to carry out a fair recruitment process	To carry out a fair recruitment process To comply with legal/regulatory obligations Information shared with relevant managers, HR personnel and the referee
Information about your health, including any medical condition, health and sickness records	From you	Legitimate interest: to carry out a fair and non-discriminatory process Necessary for performance of rights and obligations in connection with employment	To carry out a fair and non-discriminatory recruitment process – to see if there are any adjustments that can be made to the recruitment process

Part B

Before making a final decision to recruit

The information we collect	How we collect the information	Why we collect the information	How we use and may share the information
Information about your previous academic and/or employment history, including details of any conduct, grievance or performance issues, appraisals, time and attendance, from references obtained about you from previous employers and/or education providers Δ	From your referees (details of whom you will have provided)	Legitimate interest: to make an informed decision to recruit To comply with our legal obligations Legitimate interests: to maintain employment records and to comply with legal, regulatory and corporate governance obligations and good employment practice	To obtain the relevant reference about you To comply with legal/regulatory obligations Information shared with relevant managers and HR personnel
Information regarding your academic and professional qualifications Δ	From you, from your education provider, from the relevant professional body	Legitimate interest: to verify the qualifications information provided by you	To make an informed recruitment decision
Your nationality and immigration status and information from related documents, such as your passport or other identification and immigration information Δ	From you and, where necessary, the Home Office	To enter into/perform the employment contract To comply with our legal obligations Legitimate interest: to maintain employment records	To carry out right to work checks Information may be shared with the Home Office
Information about your health, including any medical condition, health and sickness records	From you	Legitimate interest: to ensure intrinsic elements of the role can be met To enter into/perform the employment contract Necessary for performance of rights and obligations in connection with employment	To ensure intrinsic elements of the role can be met To establish if any reasonable adjustments can be made

You are required (by law or in order to enter into your contract of employment) to provide the categories of information marked 'Δ' above to us to enable us to verify your right to work and suitability for the position.