

Title: Events Coordinator
Salary: £24,000- £27,000 FTE
Location: BS3 2JH
Hours of work: 21 – 35 hrs per week



Company Profile: We are Great Western Air Ambulance Charity, dedicated to providing an air ambulance and critical care service across Bristol, North Somerset, Bath & North East Somerset and all of Gloucestershire.
From fundraisers to highly skilled paramedics to senior consultants, we are a team, working to save lives that would otherwise be lost. The job is high pressure, but it is deeply satisfying, and every member of the team is committed to this service, and to saving as many lives as we can. We seek to continually develop and adapt our activities to meet the needs of local communities, being innovative and creative in our approach.

Job Summary: Our new Events Coordinator will work across the fundraising and communications teams to develop, coordinate and manage a programme of events which raise the profile of our charity, generate income and engage new supporters. The Events Coordinator will be innovative, open to change, seek constant improvements in our work and welcome new challenges.

Core responsibilities:

- Manage GWAAC's own fundraising events, ensuring they are well run, generate sufficient income, enhance our reputation, engage existing supporters and result in new ones.
- Develop and implement new events, either standalone or in partnership with other organisations, including mass participation, challenge, corporate and virtual events.
- Assess the effectiveness and success of events, making recommendations for and implementing improvements.
- Work with the Communications Team to promote participation in events, develop marketing collateral and online activity and maximize the PR benefits, targeting new and existing supporters of all types.
- Work with the Fundraising Team to secure event participants from existing contacts, and ensure that supporters are encouraged to engage with a wide variety of fundraising channels.
- Work with the Volunteer Coordinator to ensure events are appropriately supported by volunteers.
- Work with the Communications Team to support PR events.
- Engage with the operational crew to secure attendance at appropriate events, and support crew events where appropriate.
- Work with the Fundraising Team, including the Great Western Heartstarters Coordinator, to assist with relevant events where required and practical.
- Develop resources to assist our supporters with running safe, successful and profitable events.
- Be alert to wider opportunities and notify appropriate colleagues of relevant contacts and events.
- Ensure the highest level of supporter stewardship, through designing and implementing supporter journeys in partnership with fundraising colleagues.
- Work alongside fundraising colleagues to ensure all event participants are stewarded appropriately and effectively, in line with this journey.
- Work flexibility across the week to ensure attendance at evening and weekend events.
- Travel around and outside our area to attend events, learn from others and develop partnerships.
- Maintain good working relationships with internal and external contacts and ensure an appropriate level of confidentiality and professionalism at all times.

This description does not attempt to describe all the activities of the post but rather illustrates with examples the main role of the post holder. It is therefore subject to alteration and development according to business needs.

Person Specification

E = Essential, D = Desirable

Skills, knowledge and experience	
Demonstrable, strong event management experience, ideally in a charity environment	E
Excellent ability to organise and plan own work in order to meet objectives within deadlines	E
Experience of building effective relationships with key external stakeholders	E
Excellent written and verbal communication skills	E
Ability to complete tasks and projects to a high standard	E
Ability to contribute positively to the wider charity's work	E
Good ICT skills, including Microsoft Office and CRM use	E
Experience in charity fundraising	D
Project management experience	D
Familiarity with GWAAC's operational area	D
Qualification in relevant discipline	D
Personal qualities	
Committed to the vision, values and work of Great Western Air Ambulance Charity	E
Committed to safeguarding, equality, diversity, sustainability and social responsibility	E
Ability and positive motivation to effectively problem-solve	E
Excellent interpersonal skills with ability to develop strong relationships, internally and externally	E
Exceptional organisational skills, flexibility, a can-do attitude and ability to meet tight deadlines	E
Champion of positive change	E
A commitment to professionalism and excellence	E
Other requirements	
Willingness to work outside normal office hours, depending on the events schedule	E
Willingness to travel regionally and occasionally nationally for events, meetings and training	E
Compliance with organisational policies, procedures and Codes of Conduct	E
Driving licence, or alternative means of travelling around our urban and rural area effectively, with the equipment required for events.	E
Access to own vehicle, for when pool cars are not available	D
Ability to meet the physical requirements of the role e.g. setting up gazebos, lifting boxes of merchandise	E
Satisfactory basic DBS check	E