

Hello

Thank you for your interest in the Events Fundraiser position at BRACE.

BRACE is a dynamic charity dedicated to funding vital research into Alzheimer's disease and other forms of dementia. With dementia affecting millions of people and their families worldwide, our mission to defeat it through scientific research has never been more important.

Events are a vital part of BRACE's fundraising strategy, not only generating essential income but also raising awareness of BRACE and dementia research and building our community of supporters. As our Events Fundraiser, you will play a crucial role in generating and increasing revenue through a diverse range of fundraising events.

This is a great opportunity to work within a small, close-knit team that is passionate about dementia research. Events fundraising is a well-developed fundraising area at BRACE, but there is lots of scope to grow our portfolio and make the role your own. As a charity, we really pride ourselves on making our supporters feel valued and part of the family. You'll have the opportunity to learn about our dementia research projects, to share stories with our supporters and motivate them to continue supporting dementia research.

The successful candidate will be the first point of contact for all event fundraisers, responsible for promoting our events with the Comms team, recruiting fundraisers, and delivering excellent supporter care. You'll manage event administration and promotion, while developing BRACE's events portfolio to increase fundraised income.

We're seeking an enthusiastic and organised individual who ensures everyone who fundraises for BRACE or attends our events feels genuinely valued. You'll need:

- Excellent interpersonal skills to engage confidently with supporters, colleagues and external stakeholders
- Strong written and verbal communication abilities
- Effective planning and organisational skills
- The ability to work both independently and as part of a team

While experience in events or fundraising is desirable, we value your enthusiasm, people skills, and willingness to learn just as highly.

If you're excited about making a difference in the fight against dementia and believe you have the qualities we're looking for, we would love to hear from you.

To apply for this position, please submit your CV and a covering letter explaining why you're interested in the role and how your experience meets our requirements to [jobs@alzheimers-brace.org](mailto:jobs@alzheimers-brace.org) by Friday 11<sup>th</sup> April.

If you have any questions about the role or would like an informal chat before applying, please contact me at [liberty@alzheimers-brace.org](mailto:liberty@alzheimers-brace.org) or call me on 07954695264.

Looking forward to hearing from you.

Liberty Harrison

## Events Fundraiser

### Job description and person specification

**Job Title:** Events Fundraiser  
**Reporting to:** Head of Fundraising  
**Hours:** 37.5hrs  
**Contract:** Permanent  
**Salary:** £25,000 - £27,000 (dependent on experience)  
**Location:** BRACE Charity Office at Southmead Hospital, Bristol BS10 5NB

**OBJECTIVE:** To generate and increase revenue through events fundraising, including challenge events, sporting events, supporter stewardship events and corporate events.

**ROLE:** This position offers the opportunity to work within a small, close-knit team focusing on raising vital funds for dementia research through planning and delivering impactful fundraising events. As Events Fundraiser, you'll develop meaningful relationships with supporters while managing the complete lifecycle of various events that directly contribute to BRACE's mission of advancing dementia research.

**KEY TASKS:**

Responsibility	Includes
Challenge Events	<ul style="list-style-type: none"> <li>• Act as first point of contact for all event fundraisers, responding promptly to enquiries and converting interest to participation.</li> <li>• Plan and deliver excellent supporter care for event participants, building strong relationships with BRACE supporters and fundraisers and encouraging long-term engagement with BRACE.</li> <li>• Deliver clear and engaging written and verbal communication to fundraisers, including via email, phone call and in-person meetings.</li> <li>• Responsible for the administration, registration, recruitment, and standard procedures for all challenge events.</li> <li>• Ensure the meticulous recording of all data relating to events fundraising and keep the database updated.</li> <li>• Attend key challenge events in-person, leading the organisation of the 'Cheer Point' and ensuring photo and video content is obtained for online and print promotion.</li> </ul>
Event Organisation and Management	<ul style="list-style-type: none"> <li>• Support the wider BRACE team by organising and managing events for different BRACE supporter groups e.g. corporate networking events, supporter stewardship events etc.</li> <li>• Monitor and utilise online giving platforms, including JustGiving, Enthuse, Charity Challenge and Run for Charity.</li> <li>• Develop the BRACE events portfolio to increase income generated through events fundraising, both through third-party and BRACE organised events.</li> <li>• Support delivery of events, including setup, volunteer management, participant support and event logistics.</li> <li>• Liaise with the wider Fundraising and Communications team to implement marketing and project plans to promote events.</li> </ul>

	<ul style="list-style-type: none"> <li>• Attend BRACE events both during the day and occasionally during evenings.</li> </ul>
Marketing and Communications	<ul style="list-style-type: none"> <li>• Work closely with the wider Fundraising and Communications teams to ensure effective promotion of events and fundraising opportunities, including sharing ideas and engaging stories to promote event participation and attendance.</li> <li>• Assist the Communications team with content creation for the promotion of our events.</li> </ul>

**Additional tasks:**

- Carry out other tasks and duties as required to support the Head of Fundraising and colleagues in the wider BRACE team.
- Attending meetings and events as required both during and outside normal office hours, including Let's Talk Dementia.

This list is not exhaustive and will be reviewed from time to time in discussion with the post holder.

**Person specification**

**Essential**

- Strong interpersonal skills, able to deal confidently and courteously with members of the public
- Excellent project management skills with attention to detail
- Excellent written and verbal communication skills
- Ability to build and maintain relationships with diverse stakeholders
- Excellent IT literacy (MS Office, database management, social media)
- Experience in undertaking projects independently and seeing projects through to completion
- Willingness to work flexible hours, including evenings and weekends when required

**Desirable**

- Experience in an events or fundraising role
- Knowledge of fundraising regulations and best practices
- Experience with Raiser's Edge database
- Excellent ability to motivate, inspire and influence people
- A self-starter
- Empathy with the cause that BRACE represents (a knowledge of dementia and research is not essential, as information and informal training will be provided)