



EVENTS FUNDRAISER

Job Description and Personal Specification

Job Title	Events Fundraiser
Location	30-32 Upper Maudlin Street, Bristol BS2 8DJ
Terms	Permanent full-time contract (35 hours) Office-based with potential for hybrid working
Salary	Up to £25,000 DOE

Wallace & Gromit's Grand Appeal works in partnership with Aardman Animations to support Bristol Children's Hospital and the region's Neonatal Intensive Care Unit (NICU) at St Michael's Hospital. We are seeking a talented individual to join our driven team to help us fundraise for our multi-million-pound programme of investment in the children's hospital and NICU.

This exciting role offers a fantastic opportunity for an aspiring and multi-talented individual to develop their career in a fast-paced and ambitious charity. You'll need great organisational skills to manage multiple activities, strong written communications skills and be a talented and highly motivated team player. You will have a background in fundraising or events and will have the ability to look after our amazing supporters through outstanding stewardship.

The successful applicant will work closely with the Senior Events Fundraiser to ensure that the events programme expands and grows from strength to strength. You will be able to engage, motivate and influence a wide range of people, including members of the public and key stakeholders. Enthusiasm, initiative and energy are important attributes for the role.

The successful applicant will help organise the charity's events fundraising portfolio and steward participants to generate income. Our current portfolio includes Wallace & Gromit-themed events such as Wallace & Gromit's Wrong Trousers Day, charity-led challenge events such as our new Three Peaks Challenge, as well as third-party challenge events such as skydives and half marathons. You will also help deliver key supporter stewardship events, working alongside the Corporate and Philanthropy Teams.

2025 is an exciting year as our Gromit Unleashed 3 public arts trail will take place over the summer. Gromit Unleashed 3 follows three trailblazing and award-winning public art trails from Wallace & Gromit's Grand Appeal, in partnership with Aardman. To date these award-winning events have generated over £20 million to support Bristol Children's Hospital and the Neonatal Intensive Care Unit. This role will have the opportunity to be part of the trail and will support the execution of the highly anticipated trail Exhibition and Auction.

Raising money for Bristol Children's Hospital
and The Neonatal Intensive Care Unit | grandappeal.org.uk

30-32 Upper Maudlin Street, Bristol, BS2 8DJ | 0117 927 3888 | hello@grandappeal.org.uk

The Grand Appeal® & Cots for Tots®. Registered charity in England and Wales (1043603). ©&™ Aardman Animations Ltd 2024. Cracking Enterprises Limited trading as The Gromit Unleashed Shop (registered company in England and Wales 03296361) is the wholly owned subsidiary of The Grand Appeal. Registered office: 30-32 Upper Maudlin Street, Bristol BS2 8DJ. All rights reserved.





Wallace & Gromit's Grand Appeal offers a dynamic, supportive and rewarding workplace for its approx. 40 staff. The foundation of our organisation is its strong team culture in which all staff play an essential part. Our staff are talented, creative, ambitious and Wallace & Gromit's Grand Appeal's most important resource.

The role will be based at Grand Appeal HQ opposite Bristol Children's Hospital.

What we offer:

- Generous holiday allowance
- Healthcare plan
- Pension scheme
- Hybrid working can be considered

If this sounds like the right workplace for you, you have the required skills and experience, and you are looking for a new challenge, we would love to hear from you.

How to apply:

To apply, send your completed application form and a copy of your CV to jobs@grandappeal.org.uk

The closing date for application is **midnight, Sunday 16 March**.

For an informal discussion about the role, please contact Helen Haskell (Head of Fundraising – Corporate) or Stacey Vincent (Senior Events Fundraiser) on 0117 927 3888 or jobs@grandappeal.org.uk

**Raising money for Bristol Children's Hospital
and The Neonatal Intensive Care Unit | grandappeal.org.uk**

30-32 Upper Maudlin Street, Bristol, BS2 8DJ | 0117 927 3888 | hello@grandappeal.org.uk

The Grand Appeal® & Cots for Tots®. Registered charity in England and Wales (1043603). ©&™ Aardman Animations Ltd 2024. Cracking Enterprises Limited trading as The Gromit Unleashed Shop (registered company in England and Wales 03296361) is the wholly owned subsidiary of The Grand Appeal. Registered office: 30-32 Upper Maudlin Street, Bristol BS2 8DJ. All rights reserved.



Key tasks and responsibilities

Engage and motivate charity supporters

- Be the first point of call for participants in our events, responding promptly to enquiries and converting interest to participation.
- Plan and deliver excellent supporter care for event participants, forging strong relationships through high-quality customer care, optimising opportunities for increased support and encouraging long-term engagement.
- Develop relationships with key long-term event supporters, encouraging ongoing support for the charity.
- Deliver exceptional individual, written and verbal stewardship to participants.
- Represent the charity at events, interacting with supporters at all levels.
- Provide regular support with the operation of our stall in Bristol Children's Hospital, selling merchandise and liaising with potential events fundraisers/supporters.

Event administration, KPIs and reporting

- Ensure data is recorded and updated accurately for all event participants on our CRM database (Raiser's Edge).
- Work with the Senior Events Fundraiser to ensure that processes work effectively.
- Monitor and administer online giving pages such as JustGiving and Enthuse.
- Maintain events stock, fulfil requests and order new materials as required.
- Ensure that income is coded correctly and liaise with the finance team where necessary.
- Contribute towards the creation of the events strategy.
- Help to prepare evaluation reports, including reporting against financial and non-financial KPIs and trends.
- Implement marketing and project plans.
- Liaise with third-party providers on plans for events and be the main point of contact.

Events organisation

- Support the Senior Events Fundraiser with event logistics and management of key stakeholders.
- Support delivery of events, including setup, volunteer management and participant support.
- Support with developing new charity-led events, including coordinating with key stakeholders.
- Lead on event logistics for selected events.
- Be the first point of contact for third-party events.
- Support the Special Events Manager with the planning, delivery and execution of the Gromit Unleashed 3 Exhibition and Auction.

Marketing and Communications

- Assist the Marketing and Communications Team with content creation for the promotion of our events fundraising portfolio.
- Work closely with the Marketing and Communications Team, share ideas and engaging stories to promote participation in events.

Raising money for Bristol Children's Hospital
and The Neonatal Intensive Care Unit | grandappeal.org.uk

30-32 Upper Maudlin Street, Bristol, BS2 8DJ | 0117 927 3888 | hello@grandappeal.org.uk

The Grand Appeal® & Cots for Tots®. Registered charity in England and Wales (1043603). ©&™ Aardman Animations Ltd 2024. Cracking Enterprises Limited trading as The Gromit Unleashed Shop (registered company in England and Wales 03296361) is the wholly owned subsidiary of The Grand Appeal. Registered office: 30-32 Upper Maudlin Street, Bristol BS2 8DJ. All rights reserved.



Other tasks

- Keep abreast of charity law and fundraising developments across the charity sector and abide by the Charities Act, Fundraising Regulator, Institute of Fundraising Code of Practice, Gambling Commission and General Data Protection Regulation (GDPR).
- Carry out other tasks and duties as required to support colleagues in the wider fundraising team.

All job descriptions are non-contractual and give a sense of the broad scope of the role and include flexibility. While they list some key tasks there will always be tasks that arise and can be reasonably expected of the role.

Raising money for Bristol Children's Hospital
and The Neonatal Intensive Care Unit | grandappeal.org.uk

30-32 Upper Maudlin Street, Bristol, BS2 8DJ | 0117 927 3888 | hello@grandappeal.org.uk

The Grand Appeal® & Cots for Tots®. Registered charity in England and Wales (1043603). ©&™ Aardman Animations Ltd 2024. Cracking Enterprises Limited trading as The Gromit Unleashed Shop (registered company in England and Wales 03296361) is the wholly owned subsidiary of The Grand Appeal. Registered office: 30-32 Upper Maudlin Street, Bristol BS2 8DJ. All rights reserved.



Person Specification

E = essential

D = desirable

Experience and knowledge

Importance	Criteria	Assessment
E	Experience in an events or fundraising role	Application / Interview
E	Experience of troubleshooting/problem-solving in high-pressure situations	Application / Interview
E	Understanding of the principles of excellent stewardship and working with a variety of people in different situations	Application / Interview
E	Experience working in an office environment and as part of a team working towards defined goals	Application / Interview
E	Experience using databases to record accurate and up-to-date information	Application / Interview
E	Experience in undertaking projects independently and seeing projects through to completion	Application / Interview
D	Understanding of health, safety and legal requirements of fundraising events	Application / Interview
D	Experience of working with volunteers	Application / Interview
D	Experience working in a charitable organisation	Application / Interview
D	Recent participation or interest in sports or challenge events	Application / Interview
D	Understanding of Gift Aid, Gambling Commission legislation and General Data Protection Regulation (GDPR)	Application / Interview

Raising money for Bristol Children's Hospital
and The Neonatal Intensive Care Unit | grandappeal.org.uk

30-32 Upper Maudlin Street, Bristol, BS2 8DJ | 0117 927 3888 | hello@grandappeal.org.uk

The Grand Appeal® & Cots for Tots®. Registered charity in England and Wales (1043603). ©&™ Aardman Animations Ltd 2024. Cracking Enterprises Limited trading as The Gromit Unleashed Shop (registered company in England and Wales 03296361) is the wholly owned subsidiary of The Grand Appeal. Registered office: 30-32 Upper Maudlin Street, Bristol BS2 8DJ. All rights reserved.



Skills and abilities

Importance	Criteria	Assessment
E	Excellent organisational and time-management skills, with the ability to prioritize conflicting demands while maintaining strong attention to detail	Application / Interview
E	An approach that mirrors our values: supportive, professional, collaborative, creative and confident	Application / Interview
E	Excellent IT skills; confident in the use of Microsoft Office, CRM databases	Application / Interview
E	Ability to work as part of a flexible team and to contribute to the group and individual targets	Application / Interview
E	Self-motivated and able to use initiative	Application / Interview
E	Commitment to continuous professional and personal development	Application
D	Experience of Raiser's Edge Database (our CRM database)	Application / Interview

Other requirements of the role

Importance	Criteria	Assessment
E	Prepared to travel to events and work outside of normal working hours. TOIL will be provided	Application
E	Car owner and full UK driving licence	Application

The successful candidate will be expected to support the principles, values and objectives of Wallace & Gromit's Grand Appeal.

Raising money for Bristol Children's Hospital
and The Neonatal Intensive Care Unit | grandappeal.org.uk

30-32 Upper Maudlin Street, Bristol, BS2 8DJ | 0117 927 3888 | hello@grandappeal.org.uk

The Grand Appeal® & Cots for Tots®. Registered charity in England and Wales (1043603). ©&™ Aardman Animations Ltd 2024. Cracking Enterprises Limited trading as The Gromit Unleashed Shop (registered company in England and Wales 03296361) is the wholly owned subsidiary of The Grand Appeal. Registered office: 30-32 Upper Maudlin Street, Bristol BS2 8DJ. All rights reserved.