



THE ROYAL BRITISH LEGION - JOB DESCRIPTION

Job Title: Events Assistant
Reporting To: Marketing Manager – Mass Events

Role Purpose: To provide assistance to the Mass Events team by activating local communities in order to increase participation in our Poppy Quest fundraising events. You will be assisting the team by identifying and engaging with local business, media and supporter groups to maximise participation in one or two cities (depending on your region). You will be an important part of the event delivery team making the event a memorable and successful experience for our supporters. This role is a fixed term temporary contract for 3.5 months spanning the key marketing delivery and evaluation period.
Based at RBL regional office, required to have own transport.

Marketing and Promotion

- To liaise with the Marketing Manager helping to identify and maximise opportunities which will support a family focussed fundraising event.
- Research and identify local marketing opportunities which will assist with recruitment of participants, volunteers and corporate supporters.
- Specifically to research local free media, engage with local supporter clubs, schools, councils, shopping centres and businesses.
- Ensure promotion of the event in the local area using all available free opportunities.
- To support the delivery of a first class event by assisting ahead of the day with branding on site and leafleting and posters.
- Attend the event itself making positive contact with event participants and their families/supporters.

Project management and event delivery

- To liaise with the Event Manager and assist with the project management of local trade exhibitions in coordination with the Event Co-ordinator or Event Manager on a local level
- Support the team with volunteer recruitment and management of on the day volunteers.
- Support with event delivery including site visits, build up, on the day and post event as required.

To provide the best supporter experience

- Ensure a high level of supporter experience and supporter engagement is achieved with existing and new supporters.

Monitoring and evaluation

- Maintain marketing tracker to demonstrate plans and activity
- Ongoing monitoring of effectiveness of activity. Adjusting plans to maximise success
- Complete evaluation to inform future plans

General Aspects

This job description reflects the current scope of duties and responsibilities of the role. The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

GENERAL

- To work in accordance with The Royal British Legion's shared values of **Service; Collaboration; Passion; Excellence; Valuing our people** which underpins the fundamental beliefs and qualities of who we are and what we do.
- To implement the Equal Opportunities Policy into your daily activities.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant EC Directives, including reporting any health and safety hazard immediately you become aware of it.
- To work in accordance with the General Data Protection Regulations and Data Protection Act 2018; to ensure the correct reporting of data breaches, any changes to the processing of personal data which require a Privacy Impact Assessment and any requests under the Individual Rights provisions are reported to the Legion Data Protection Officer..
- It is clear that due to the nature of the role, the post holder will have access to material which is confidential. It is a condition of their contract of employment that they ensure that no confidential material is leaked from the department to unauthorised members of staff.
- Royal British Legion is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. Any hire is to work in accordance with the Equality Act (2010).

PERSON SPECIFICATION

CRITERIA	ESSENTIAL / DESIRABLE	HOW TO BE MEASURED
QUALIFICATIONS		
Good standard of education, Degree or equivalent	D	
KNOWLEDGE & EXPERIENCE		
Experience of event management/fundraising activities	D	
Experience of promotional activity on a local level	D	
SHARED VALUES AND BEHAVIOURS		
<p>Service</p> <p>We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.</p> <p>Collaboration</p> <p>We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.</p> <p>Passion</p> <p>We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.</p> <p>Excellence</p> <p>We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.</p> <p>Valuing our People</p> <p>We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone's contribution.</p>		<p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p>
SKILLS & ATTRIBUTES		
Driving licence and own transport	E	Application
Excellent communication skills		Interview/Assessment/ Application
Good Organisational skills		Interview/Assessment/

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