

Vacancy: Events Product Development Lead

Overview:

This role will join a vibrant and ambitious fundraising team made up of; major giving, trusts and foundations, prospect research, individual giving, community, events, legacies, innovation and supporter experience. The team's mission is to raise income for our three hospitals to enable them to continue their vital work. This role will make a huge difference in helping us do that.

About us

Guy's & St Thomas' **Charity**, Guy's Cancer Charity and Evelina London Children's Charity are part of Guy's & St Thomas' Foundation. Our collective mission is to build the foundations of a healthier society.

As part of our team, you will work alongside talented people from a mix of personal and professional backgrounds. We are a Living Wage employer and support flexible working, part-time roles and job shares. Though our ambitions are serious, this is a friendly place to work with lots of opportunities to meet and socialise with colleagues. We believe there is immense power in diversity and aim to recruit and nurture talent who think and act differently.

There is more information about **working with us** on our website, where you can read about:

- how we approach recruitment
- our team, culture and values
- the benefits of working with us
- and our approach to diversity, equity & inclusion, health & wellbeing, and learning & development

Job description

The opportunity	
Job title:	Events Product Development Lead
Salary:	£38,000 to £41,000
Contract type:	Permanent

Closing date:	5 th May 2025
Interview dates:	TBC
Reporting to:	Senior Events Fundraising Manager
The team:	Events Fundraising
Key relationships:	Events Fundraising supporters (the public), All fundraising teams, Innovation, Communications, Digital, Supporter Experience, Data and Insight, Supporter Services, Trust Engagement, Trust Colleagues, and Trust Funding.
Overall purpose of role:	<p>As part of a multi-faceted and busy fundraising team, the Events Product Development Lead will take a significant role in strategically planning and delivering a portfolio of new fundraising events to raise funds for Guy's and St Thomas' Charities.</p> <p>This role will support the strategic development and delivery of a portfolio of fundraising events aimed at increasing income and diversifying our funding base. You'll collaborate with teams from all corners of the partnership to test and scale the best ideas.</p> <p>The focus of this role is our virtual and owned events portfolio. This is a strategically significant growth area for the GST Charities and is an exciting opportunity to make a real impact.</p> <p>Fundraising Innovation is part of the wider strategy across GST Charities. Whilst we are in the early stages of embedding innovation across the organisation, you will be part of a growing culture that will help shape, adapt and develop the organisation in the ever changing, fast paced world environment we work in.</p>
Key responsibilities:	<ul style="list-style-type: none"> • Innovate and develop new supporter led products in collaboration with the Senior Events Manager and Head of Strategy & Innovation, with a focus on virtual events and owned events, along with any other opportunities within this space. • Oversee product delivery from planning to evaluation, collaborating with experts internally and externally, attending events, and representing GST Charities positively. • Utilise insights, ensuring data-driven decisions and staying informed on trends for continuous improvement. • Drive income growth, develop budgets, and monitor financial performance. • Provide thorough analysis of products and events, ensuring that all relevant teams are regularly updated on all activity (coordinating information, reporting cross-team, etc.) and providing a clear strategy for the year ahead. • To work closely across the charities directorate with enabling teams to ensure all opportunities for collaboration are maximised.

	<ul style="list-style-type: none"> • To contribute to the wider fundraising team, taking a proactive approach to working in a high performing & collaborative team • To establish, maintain and develop relationships with key stakeholders across our organisation and beyond, including agencies and contractors. • To seek out innovative and agile approaches to working, adopting lean process and using supporter data to drive performance and supporter experience. <p>Work environment</p> <ul style="list-style-type: none"> • The post holder should expect to: <ul style="list-style-type: none"> ◦ Work in a hybrid hot desk environment, generally working 2 days a week in the London office and three from home. ◦ Be responsible for the input and maintenance of databases and files relevant to the post requirements. ◦ Will occasionally be required to attend events in the evening and at weekends.
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Person Specification

What we're looking for	
Experience:	<ul style="list-style-type: none"> • Experience of driving projects and/or teams to deliver agreed outcomes to a deadline • Experience of using innovation frameworks for product development & continuous improvement. • Experience of setting KPI's, objectives and budgets. Tracking and monitoring targets, income and expenditure against budget. • Experience of leading change and working in an agile environment. • Experience of managing and delivering fundraising virtual or owned events.
Skills, abilities, and knowledge	<ul style="list-style-type: none"> • Understanding of the principles, theory and practice of new product development and experience of taking a product from idea to market. • Relationship building expertise & ability to influence stakeholders across the organisation. • Proven understanding of how best to use data insight and analysis to make decisions and inform actionable plans. • Proven ability to time manage effectively and meet deadlines. • Ability to interpret complex requirements and user needs and make recommendations of implementable solutions.
Personal attributes:	<ul style="list-style-type: none"> • Knowledge of Fundraising Regulations and Facebook Fundraising.

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| | <ul style="list-style-type: none">• Collaborative and constructive working style with the ability to work well across teams.• Strategic thinker with the ability to analyse data, identify opportunities, and develop actionable plans to achieve organisational goals.• Highly organised, detail oriented, and capable of managing multiple priorities in a fast – paced environment. |
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How to apply

Thanks for your interest in working with us.

We're working hard to ensure we recruit great people and minimise unconscious bias in our selection process. To support this, our system anonymises applicants and we use a combination of your CV and role specific application questions to assess your suitability for the role.

To find out more about the role, please contact jobs@gsttcharity.org.uk