

Job Title: Owned Events Lead

Reports to: Events Fundraising Manager

Team: Events Fundraising

Line Management Responsibility: n/a

Salary: £37,000 - £41,000

Version Control: August 2025

Summary

This role sits within a vibrant and ambitious fundraising team spanning major giving, trusts and foundations, prospect research, individual giving, community, events, legacies, innovation, and supporter experience. Together, we work to raise vital income for our three hospitals, helping them continue their life-changing work.

As Owned Events Lead, you will play a key role in developing and delivering a portfolio of our in-house fundraising events – from flagship campaigns like the St Thomas' Abseil and Steps for Evelina, to new concepts we're planning to pilot in the coming years. This is an exciting opportunity for a creative, hands-on event professional to shape original products, build memorable supporter experiences, and drive long-term income growth.

You'll be joining a forward-thinking team at a time of strategic growth, with the chance to make a tangible difference to how we engage supporters and grow our owned event programme for the future.

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:

Our family of brands includes:



- 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:	Owned Events Lead
Salary:	£37,000 - £41,000
Contract type:	Permanent
Closing date:	TBC
Interview dates:	TBC
Reporting to:	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>The Owned Events Lead plays a pivotal role in shaping and delivering Guy's & St Thomas' Charity's evolving portfolio of owned and virtual fundraising events – a strategically important area of growth for the organisation.</p> <p>Working as part of a dynamic and cross-functional fundraising team, this role leads on the planning, execution and scaling of original event products – from large-scale mass participation experiences like the St Thomas' Abseil, to creative, insight-driven virtual campaigns and supporter-led challenges. It's a diverse, hands-on portfolio that brings together live delivery, digital innovation and product development.</p> <p>With a clear focus on income growth, audience engagement and supporter experience, the role blends operational expertise, creativity, and entrepreneurial thinking. You'll work closely with teams across fundraising, supporter experience, digital, innovation and comms to pilot new ideas, improve performance, and build events that inspire action and loyalty.</p>

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	<p>This is a delivery-focused role requiring end-to-end event management experience – from logistics, safety and supplier coordination, to data-led decision-making, budget ownership and multi-channel stewardship. It's an exciting opportunity for someone who thrives on building things from scratch and wants to make a real and lasting impact on how we connect with our supporters.</p>
<p>Key Responsibilities :</p>	<p>Key Responsibilities</p> <ul style="list-style-type: none"> • Lead the development and delivery of a portfolio of owned and virtual fundraising events – from concept through to post-event evaluation – ensuring operational excellence, creativity, and supporter satisfaction. • Deliver large-scale in-person events such as the St Thomas' Abseil, including venue and supplier coordination, safety planning, risk management, insurance, and on-the-day execution. • Develop and grow virtual fundraising products, such as Steps For Evelina, drawing on insight, testing and digital best practice to create scalable, supporter-led experiences. • Lead cross-functional project teams and working groups – aligning stakeholders across digital, supporter experience, innovation, comms and fundraising to deliver shared outcomes. • Manage event budgets end to end – including forecasting, reforecasting, reconciliation and performance analysis – and use financial insight to inform decisions on where to invest, scale or refine. • Lead on supporter acquisition for owned products, including paid digital campaigns (PPC, social), segmentation strategies, audience targeting and grassroots recruitment. • Create and implement behavioural, insight-led supporter journeys – driving engagement and long-term value through personalised, multi-channel communications. • Produce and maintain risk assessments, permits and compliance documentation, ensuring safe and well-managed delivery across all owned events. • Build strong, collaborative relationships with internal teams, suppliers, venues and agencies to ensure delivery is aligned, effective and on brand. • Monitor KPIs and use performance data, feedback and market trends to evaluate success, inform future development and drive continuous improvement.

Work environment

The post holder should expect to:

- 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.

Role responsibilities are not exhaustive, and you would be reasonably expected to take on wider tasks that are commensurate with the level of your role.

Person Specification

What we're looking for	
Experience:	Essential Experience <ul style="list-style-type: none"> • At least 3 years' experience delivering owned, public-facing or virtual fundraising events, with full responsibility for planning, delivery, compliance, and performance. • Strong track record in hands-on event delivery, including supplier and venue management, live production, logistics, and on-the-day coordination. • Experience developing and implementing risk assessments, permits, insurances and health & safety documentation. • Demonstrated success in launching new fundraising products – from concept through to live delivery – using innovation frameworks or test-and-learn methodology. • Knowledge of digital acquisition, including PPC, paid social and segmentation strategies for events. • Proven ability to lead cross-team project groups and manage external partners, contractors or agencies.
Skills, abilities, and knowledge	

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<p>Personal attributes:</p>	<ul style="list-style-type: none"> • Experience managing detailed budgets, with strong financial accountability and performance tracking. • Expert in live event planning, delivery, and documentation – including compliance, health & safety and supplier contracts. • Strong understanding of virtual fundraising best practices and digital supporter engagement. • Confident using audience insight and supporter data to drive product development and communications. • Clear grasp of behavioural communications and how to apply them across email, WhatsApp, SMS and face-to-face. • Skilled project manager with the ability to juggle multiple workstreams, deadlines and priorities. • Collaborative, solutions-focused, and able to build strong relationships across teams. • Familiarity with fundraising regulations, GDPR, and Facebook Fundraising platforms is desirable. <p>Personal Attributes</p> <ul style="list-style-type: none"> • Strategic and delivery-focused – equally comfortable shaping the vision and getting stuck into delivery. • Entrepreneurial and innovative – thrives on building new things and improving existing ones. • Proactive and accountable – takes ownership and drives progress without needing close oversight. • Calm and composed under pressure – especially during live delivery or external stakeholder engagement. • Highly organised and detail-oriented – ensures everything is well documented, planned and communicated. • Passionate about delivering exceptional supporter experiences and meaningful fundraising moments. • Adaptable and resilient – thrives in a fast-moving environment and embraces change with a positive mindset.
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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.

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

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