



The Mission to Seafarers

Appointment Brief

Senior Events Manager

June 2024

About The Mission to Seafarers

Collectively, there are an estimated 1.89m seafarers across the world operating on 74,000 ships. These men and women of all nationalities, spend up to nine months at sea, far from families, friends and loved ones.

With a history dating back to 1836, The Mission to Seafarers (“MtS”) supports the men and women working at sea when they need us most through providing emergency assistance, practical support, and a friendly welcome in ports all over the world. Operating under the trusted sign of the “Flying Angel”, MtS touches the lives of seafarers in numerous ways, responding to their needs and connecting them with local communities, including:

- Advocacy, advice, and counselling
- Communication, transport, and centre hospitality
- Emergency response
- Hospital and prison visitation
- Ship visitation
- Spiritual support

The Mission to Seafarers (“MtS”) has a presence at over 200 ports in 50 countries, operating day and night, 365 days a year. As a Christian-based organisation, our help is importantly offered regardless of nationality, rank, faith or no faith.

Our core work is face-to-face ship visiting which is undertaken by our chaplains, welfare officers, ship visitors, volunteers and centre managers. In more recent years, we have added a digital element to our work in response to the pandemic and the increased speed of ship turnaround times in ports.

In addition to our port-facing work, we have also expanded our portfolio of services to include Family Support Services in the Philippines and India, WeCare training courses in social communications, financial wellbeing and suicide awareness and MtS’s Happiness Index.



Our Values and Culture

MtS is a collaborative, collegiate and respectful organisation. We place great importance on our values which define and reflect our organisational culture.

- **Pioneering:** We encourage innovative thinking and seek to be flexible and entrepreneurial in our ways of working.
- **Inclusive:** We are unconditionally committed to the support of all seafarers and their families without discrimination
- **United:** We are one global, intergenerational, multicultural family united in vision and purpose, while respecting diversity of culture and context.
- **Collaborative:** We are co-operative in our approach to our work – in relation to individuals, the church, ecumenical partners, and organisations and institutions that work for the welfare of seafarers.
- **Accountable:** We are accountable as stewards of the resources entrusted to us, to each other in recognition of our mutual inter-dependence and to those charged with governance at station, regional and international level.
- **Caring:** In all our dealings we strive to behave with compassion, to act with integrity and to treat everyone with respect.

The Development Team

The Development Team continues on its exciting trajectory to increase fundraising income from our corporate partners, whether this be from direct asks or from our ambitious events.

Since 2017, the current Development Director has built a strong and effective team focused on all aspects of fundraising and communications. We have set ambitious fundraising goals and have successfully overcome challenges to increase the voluntary income.

As an industry-related charity, we have access to thousands of companies across the whole world of shipping, and its associated industries, in order to generate income. We have been particularly successful in significantly growing the corporate income stream but also in building the complex flagship event in Japan, Adventure Race Japan. This trailblazing event attracted 192 participants from 19 countries and raised an outstanding US\$1.3m gross with US\$950K going to our frontline work.

We devise new events on a regular basis and we are looking for a Senior Events Manager with the necessary experience, skills, passion and drive to embrace this programme and deliver to a high standard.

You will work closely with the Director of Development who has 30 years of experience in the voluntary sector and almost 20 years in the maritime charity sector. You will also work closely with our new Head of Corporate Development and our Communications Manager, both of whom have a wealth of experience.

Development Team (cont.)

Although the focus of MtS's work may be a new area of need to prospective applicants, shipping is a fascinating industry, and the right candidate will find this role extremely rewarding. At the heart of our work are the 1.89m seafarers who each have their own story to tell, the majority with large families reliant on their salaries. We are their friends in the ports they visit, we are the support for their families at home, and we provide the resources from which they can draw mental and physical support when needed 24/7.

Seafarers are real people with real lives who, in many cases, are simply trying to make a better life for themselves and their families. The work of MtS truly changes lives. We know we have saved lives and we have certainly provided the much-needed hand of friendship during times of distress, as well as sharing times of joy. There is no doubt you will be touched by the seafarers' personal stories.

Job Description

Role: Senior Events Manager

Department: Development

Responsible to: Director of Development

Other Key Working Relationships: Development Team
Senior Management Team
Regional Directors
Fundraising colleagues
Volunteer committees
IHQ staff

Job Purpose: The Senior Events Manager will work with the Director of Development in building a sector-leading corporate events programme.

This role requires a strategic approach to the events' programme, balancing the need for high profile, partnership-building events with participatory fundraising events.

The role will include line management of two Events Coordinators to assist with delivery.

Events may be delivered in any of our nine regions, so some international travel is required.

Principal Duties and Responsibilities

Strategy

- Work with Director of Development to devise a cost-effective events' strategy which is aligned with both the Development Strategy and MtS's Global Strategy
- Deliver a balanced portfolio of events which will engage the identified targeted audiences, including major donors, corporates and individual supporters with the purpose of profile-raising, fundraising and stewardship
- Assess the viability of events, ensuring a good ROI considering an appropriate balance of staff time and resources
- Assess and manage risks associated with all events to ensure MtS is not unnecessarily exposed to financial, practical, health and safety and/or reputational risk
- In collaboration with the Director of Development, COO and the Director of Finance, ensure the necessary legal compliances and event insurances are in place for all events

Corporate-focused Events

- Support the Director of Development in delivering special Board level events aimed at garnering corporate support
- Encourage industry partners in devising their own challenge events, and in-kind events (e.g. bike rides and golf days)

Corporate-focused Events (cont.)

- Our Corporate-focused events include the following:-

Seafarers Awards Dinner, Singapore

- Supervise and work in collaboration with the MtS Events' Fundraiser in Singapore to manage the logistics and delivery of this key event, including venue hire, musicians, celebrity MC and technical requirements
- With the Communications Manager, create suitable marketing and promotional materials and branding for the event

Adventure Race Japan

- Responsible for the delivery of this biennial challenge event
- Work with the Development Director to take forward this international, flagship event in Japan in 2025 and 2027, with the objective of raising MtS's profile to a new audience and raising exceptional sums (in excess of US\$1.5m gross/US\$1.1m net for 2025)
- Set, manage and monitor the complex budget
- Liaise with operational and logistics experts in Japan, booking accommodation, catering, transport and managing associated logistical requirements using local volunteers to support with translation and cultural understanding
- Manage the Corporate Executive Level Volunteer Committee regarding the allocation of duties; setting meeting agendas, minuting meetings and ensuring follow up of actions
- Work in partnership with the Communications Manager to:-
 - Develop a marketing and communications strategy to encourage participation and sponsorship
 - Manage event branding to ensure maximum profile and delivery of sponsors' benefits
 - Oversee any further development of the existing Adventure Race Japan website
- Responsible for invoicing and collecting of funds in a timely manner and ensuring accurate record keeping throughout the event

Maritime Mountain Race (Switzerland)

- Deliver the 2024 event to a high standard, with expectations of further developing this event for 2026 and 2028
- Liaise with operational and logistics experts in Switzerland, booking accommodation, catering, transport and associated logistical components
- Aim to use resources efficiently in order to maximise ROI
- Expand and strengthen the Executive Volunteer Committee to deliver this event in future years
- Work in partnership with the Communications Manager to:-
 - Develop a marketing and communications strategy to encourage participation and sponsorship
 - Manage the branding at the event to ensure maximum profile-raising and delivery of sponsors' benefits
 - Oversee further development of an already established Maritime Mountain Race website

Corporate-focused Events (cont.)

Royal Events

- Such events include:-
 - Our annual Festival of Nine Lessons and Carols, which is regularly attended by HRH; and
 - Other ad hoc events, which may include private dinners, port visits etc
- Responsible for liaising with the Palace for events involving MtS's President, HRH The Princess Royal, and for delivering such events to impeccable standards
- Manage the bid process for HRH The Princess Royal's participation in MtS events in consultation with the Secretary General, Chief Operating Officer and Director of Development
- Ensure HRH is advised and briefed regarding her role well in advance, and that her needs are met during the event (for example, understanding her role, receiving, hosting, private time, speeches, meeting and greeting guests)

Regional Events

- In line with MtS's Global Strategy, work with the Director of Development to devise suitable events to take place locally or regionally as required

Budgets

- With the assistance of the Director of Development, devise and manage a realistic Events' Budget, creating separate budgets for each event
- Maintain and manage a complex event budgets (for example, for the Adventure Race Japan 2025/2027 and for the Maritime Mountain Race 2024/2026)
- Manage the recording of income, with the assistance of the Data Team
- Raise invoices as required, ensuring payments are received in timely fashion
- Raise funds in line with budgeting expectations and agreed ROI parameters

Line Management

- Line Manage two Event Coordinators whose responsibilities will include:-
 - Managing the standard challenge events portfolio
 - Delivering the Festival of Nine Lessons & Carols and other such events
 - Providing support across the entire programme of events
 - Taking responsibility for key elements in the delivery of the Maritime Mountain Race
 - Managing detailed logistics in support of specific events
 - Maintaining accurate and reliable records as appropriate to each event
 - Maintaining a database of contacts and activity

General

- Produce content for inclusion in the Director of Development's Board reports
- Oversee building and maintenance of database of events' contacts, including details of event participation
- Attend and represent MtS at shipping events, drinks receptions and dinners as required

Person Specification

Knowledge and Skills

- Exceptional track record in events management and fundraising
- Demonstrable experience of delivering excellent quality, complex, and successful fundraising events to a high professional standard and on budget
- Experience of delivering cross-cultural events is an advantage
- Experience of working on Royal events is desirable
- Experience of delivering multiple events simultaneously within agreed timescales
- Knowledge and practical experience of marketing events in a business context
- Able to balance a creative and solutions-focused approach with the commercial and practical reality of developing and delivering events
- Able to manage event budgets, ensuring expenditure is kept to a minimum to maximise ROI
- Able to anticipate and research legal requirements, seeking professional guidance as needed
- Excellent influencing and negotiation skills and the confidence and ability to 'make the ask'
- Strong interpersonal skills including networking
- Excellent written and verbal communication skills and a proficient presenter to small groups
- Ensures colleagues and sponsors are kept appropriately informed and engaged before, during and after events
- Able to quickly establish credibility and to deal confidently, diplomatically and competently with both internal and external stakeholders
- Excellent organisational and time management skills, able to successfully project manage events, whilst demonstrating flexibility where required
- Excellent attention to detail and the ability to employ strategies to deliver all aspects of an event to a high professional standard
- A supportive management style with the ability to mentor and coach others in the team and demonstrate good delegation skills, knowing when to offer support and guidance
- Strong working knowledge of managing events in compliance with health and safety requirements and other risk assessments
- Familiarity with the current Code of Fundraising Practice as laid down by the Fundraising Regulator as well as recent GDPR changes
- Excellent command of Microsoft Office - particularly Word, Excel and PowerPoint - and experience of using client databases such as Raiser's Edge
- Working knowledge of Project Management tools an advantage

Personal Qualities

- Empathy with the work, purpose and values of The Mission to Seafarers
- A highly motivated self-starter
- Proactive and able to work under own initiative with minimum supervision whilst exercising good judgement with regard to leveraging expertise and knowledge of others

Personal Qualities (cont.)

- Collaborative, inclusive and able to work as part of a team in contributing specific expertise
- Able to quickly develop productive working relationships
- Innovative thinker, open to exploring alternative approaches to create positive impact
- Demonstrates a creative and solutions-focused approach
- Shares ideas and encourages and is receptive to those of others
- Resilient and able to remain calm and measured in challenging situations
- Constructively challenges the status quo in seeking to improve upon and develop events
- Flexible in approach with the ability to adapt to changing priorities
- Strong work ethic, able to effectively manage multiple priorities and work to deadlines
- Demonstrates sound judgment, cultural sensitivity and political awareness
- Acts with integrity at all times and in the best interests of MtS
- Takes ownership and accountability for own work and that of the team, proactively seeking to learn and develop
- Empathetic, supportive and understanding with good self-awareness

General Requirements

- Applicants must already have the right to live and work in the UK.
- This role will involve international travel as well as some evening and weekend work (reasonable Time Off in Lieu provided).
- This job description should be treated as a guide to the duties that the post-holder is expected to perform. As a term of employment the post holder can be required to undertake such duties as are commensurate with his or her position.
- The job description may be amended to meet changing requirements at any time after discussion with the post holder.
- The Mission to Seafarers operates an Equality and Inclusion Policy. The post-holder will be expected to comply fully with this Policy in carrying out their duties.
- All employees are required to be aware of their responsibilities towards Health and Safety and Safeguarding and to adhere to the Health and Safety and Safeguarding Policies.
- All employees are required to be aware of their responsibilities towards the UK General Data Protection Regulation (UK GDPR) and to adhere to MtS's GDPR and Data Retention Policies.

Terms of Appointment

Location:	London-based with some UK and international travel
Hours of Work:	Full-time, Monday to Friday, 9:00am to 5:00pm with some weekend and evening working required MtS operates hybrid working and 1 day per week (Monday) must be worked in the office
Remuneration:	Salary in the range of £47,000 to £53,000, commensurate with experience
Annual Leave:	25 days per annum plus Public Holidays
Benefits:	<i>Workplace Pension:</i> 7% employer contribution / 3% employee contribution <i>Life Assurance:</i> 3x base salary <i>Other:</i> Includes Employee Assistance Programme, retail discount vouchers, cycle to work scheme, free eye test, access to training and development opportunities

How to Apply

To apply for this position, please submit your current CV along with a statement of no more than 500 (five hundred) words outlining your suitability for this position.