

## JOB DESCRIPTION



**JOB TITLE:** Variety Great Days Out Programme Manager

**REPORTS TO:** Head of Programmes

**LOCATION:** Camden, London

**DEPARTMENT:** Programmes

**SALARY:** £29,000

**DURATION:** Permanent

**WORKING ARRANGEMENTS:** 35 hours p/w

### Job Purpose

The Variety Great Days Out (VGDO) Programme offers thousands of disabled and disadvantaged children and young people the opportunity to experience trips and activities which help them to learn, socialise and have fun. Working with the Great Days Out Sponsorship Committee. The Variety Great Days Out Programme Manager is responsible for designing, delivering, managing and growing the Programme across the South of England.

### Principal Responsibilities

#### Programme Management

- Working with the Head of Programmes to set the annual VGDO plan for events and activities, including annual targets for participation.
- Working with the Head of Programmes to devise an ambitious marketing plan for increasing the number of schools and children's groups registered on the programme.
- Deliver ambitious growth in our annual participation at VGDO events (100% growth over three years).
- Designing age appropriate, safe & inclusive activities & experiences for children and young people up to the age of 19, ensuring that they cater for a range of physical and learning disabilities.
- Championing children and young people's interests at every stage of the planning and delivery process.
- Staying up to date with social policy and trends in the areas of children's social care and disability.
- Managing and growing the database of schools and children's/youth organisations that are signed up to participate in the Programme.
- Create regular VGDO driven brand-consistent content assets for all communications channels (on and off line) such as, social media posts, real life stories, blogs and vlogs.
- Ensuring the accurate recording of information using Variety's database (Microsoft Dynamics/NAV).
- Providing regular financial and summary reports to the Head of Programmes, identifying statistical trends and projected expenditure.

#### Stakeholder Management

- Building strong relationships with key stakeholders (venues, activity centres, attractions, etc....) in order to form meaningful long-term partnerships
- Support the formation of, and work closely with, the VGDO Sponsorship Committee in order to develop new Gift in Kind sponsorship which is in line with the objectives of the VGDO Programme
- Organising and taking minutes for quarterly VGDO Sponsorship Committee meetings
- Working closely with the Fundraising team to ensure a joined up client management approach for VGDO sponsors which includes enabling sponsor visits and providing feedback on the impact of their sponsorship
- Providing ad-hoc telephone support to Variety's regional branches as required

## Events Management

- Acting as Events Manager for all London & South East events from design to implementation, ensuring they are all delivered to a high standard on budget and on time
- Designing and implementing appropriate monitoring & evaluation processes for all events and activities in order to contribute to evaluation reports
- Risk assessing all events and activities
- Sourcing, booking and managing entertainers and activity specialists as required for events
- Monitoring the VGDO budget ensuring spends are accurately recorded and invoices processed in a timely manner

## People Management

- Line managing the Variety Great Days Out Administrator & up to two Volunteer Administrators
- Recruiting and managing a small team of volunteers to help run the events & activities on an ad-hoc basis

## **General Responsibilities**

- To achieve the highest standards of safeguarding for the children and young people who come into contact with Variety by complying with all appropriate Policies and Procedures. This includes working within Variety's data protection policies at all time.
- To be familiar and comply with Health & Safety procedures and policy, assuming responsibility for risk management in line with Variety's Risk Assessment & Critical Incident Policies & Procedures.
- Promote Variety's equality and diversity strategy linking with equality and diversity frameworks to ensure promotion of best practice and to inform and develop appropriate action plans.
- To work cross functionally with other departments, regions and countries.
- To contribute to the overall aim of the Charity by assisting in the co-ordination and administration of any activities related to the charity as directed by the Head of Programmes.
- Variety operates within a constantly changing environment and as such work priorities and targets may change. Heads of Department reserves the right to make reasonable changes to the job purpose and accountabilities.

Some evening & weekend working will be required. Variety operates a time-off-in-lieu policy for out of hours working.

**Variety, the Children's Charity is committed to safeguarding and promoting the welfare of children and vulnerable adults.**

## **Experience, Skills & Knowledge Required**

### **Experience**

Minimum of 2 years' experience in organising events	Essential
Experience of seeing projects through from concept to completion	Essential
Experience of working with children in a paid or voluntary capacity	Essential
Experience of managing external stakeholder relationships	Essential
Track record of running successful marketing campaigns	Essential
Experience of income generation through brokering new sponsorship	Essential
Experience of managing staff in a paid or voluntary capacity	Desirable

Experience of conducting and approving risk assessments	Desirable
Experience of working with children who have physical or learning disabilities	Desirable
Experience of working with committees	Desirable

### **Skills**

Able to think creativity and translate ideas into practice	Essential
Able to establish systems and processes to enable the smooth co-ordination of activities	Essential
Well organised, with a track record for meeting deadlines	Essential
Excellent written and verbal communication skills	Essential
Excellent interpersonal skills, with an ability to manage internal and external stakeholders	Essential
Able to engage potential funders in order to generate new sponsorship	Essential
Able to apply sound judgment while working independently	Essential
Detail-oriented and highly organised with the ability to multi-task	Essential
Able to work under pressure	Essential
Strong administrative skills	Essential
Computer literate with the ability to analyse & manipulate data	Essential
Able to work as part of a team	Essential

### **Knowledge**

Microsoft Office	Essential
Understanding of how to develop inclusive practice	Essential
Knowledge of the barriers and challenges faced by disabled children and young people	Desirable
Technical knowledge of CRM software (preferably Microsoft Dynamics)	Desirable