



Head of Engagement and Events Applicant Pack

Applicant Pack | Head of Engagement and Events

Salary: £60k - £70k

Contract type: Permanent

Location: Hybrid working, with at least 2 days per week in our London office; potential international travel

Work pattern: Full-time

Reporting to: Chief Growth Officer

Direct Reports: Senior Event and Engagements Manager

To submit your application, please submit a cover letter and a supporting statement via GreenPark Recruitment, linked [here](#) by **midnight on 14th July**.

CEO Introduction

Thank you for your interest in joining Mission 44. We're building a hugely exciting organisation and the whole team is inspired by the extraordinary potential we have to change lives for the better.

Mission 44 exists to make a difference: our purpose is to have a lasting positive impact on young people from underserved communities, who have for decades been the least supported and least socially mobile cohort. Over the past three years, COVID lockdowns, economic volatility and the lasting disruption to their education has significantly exacerbated this already inequitable situation, and we don't underestimate the size of the hill we have to climb. But we're here to walk alongside young people, working with and for them to make a step-change in their lives.

We are incredibly fortunate to have the encouragement and support of Sir Lewis Hamilton, whose personal pledge laid the foundations for our work, and whose vision we are working to deliver. Mission 44 will be a profoundly effective, impact-led place to do great work: we're building an organisation that's diverse, dynamic and collaborative. We're determined that the time you invest with us will enable you to grow personally, as well as offering the huge professional satisfaction of delivering concrete and lasting change. If this sounds like the right fit, we'd love to hear from you.



Jason Arthur, Chief Executive

About Mission 44

Established by Sir Lewis Hamilton in 2021, Mission 44 is a charitable foundation working to build a fairer, more inclusive future in which every young person can thrive. The charity supports bold organisations, leaders and ideas to reimagine the future and transform the lives of young people from underserved communities.

Through grantmaking, research and advocacy, Mission 44 is focused on building a more inclusive education system, supporting progression into STEM careers and empowering young people to be changemakers. You can find out more information in [this presentation](#).

Given the global reach of Sir Lewis, and the common challenges faced by young people from underserved communities around the world, Mission 44 aims to evolve into an international organisation over the next two years.

About the Role

The Head of Engagement and Events will play a pivotal role within the fundraising team at Mission 44. They will be responsible for developing and executing strategies to engage supporters, donors, and stakeholders through various events and initiatives. This role requires a creative and strategic thinker with strong project management skills and a passion for making a difference.

Working at Mission 44

Our team

The Mission 44 team currently has 23 employees with recruitment of a further 4-6 colleagues planned this financial year. The team is currently organised into four directorates: Impact, focused on grantmaking and research; Fundraising, focused on income generation; Communications, focused on our external-facing messaging and campaigns; and Operations, focused on our finance, HR and operational platform.

Diversity at Mission 44

We offer a working environment that values and respects every individual's unique contribution. We want to attract the broadest range of talented people and are committed to equality of opportunity and anti-discrimination practices. We positively

encourage applications from all sections of society and are particularly interested in attracting applications from candidates from diverse and underrepresented groups.

Our values

Everything we do at Mission 44 is guided by our five core values.

- We are **brave**: with an ambitious sense of possibility, we focus on where we can drive systemic change.
- We are **collaborative**: we build partnerships and coalitions to solve problems and make change happen.
- We are **curious**: we are evidence-led and continuously learning how best to grow our impact.
- We are **inclusive**: we put equity at the heart of everything and amplify the voices of the underrepresented.
- We act with **integrity**: we are honest and transparent, and build trust-based relationships.

Benefits at Mission 44

YOUR TIME OFF



HOLIDAYS

Enjoy 28 days annual leave, plus a day for your birthday



SUMMER FRIDAYS

We finish every Friday at noon in August



VOLUNTEER DAYS

Unlimited volunteering leave, as agreed with your manager

YOUR WELLBEING



STAY ACTIVE

Use our cycle-to-work scheme and free gym access



STAY HEALTHY

Optional health insurance and access to an EAP



STAY WELL

Wellbeing allowance to spend in whatever way works for you

YOUR FUTURE



PENSION

Save for retirement with our generous pension package



DEVELOPMENT

Professional development budget of £1k



FAMILY LEAVE

Competitive parental leave package

Roles and Responsibilities

Event Strategy and Planning

- Develop and implement a comprehensive events strategy aligned with Mission 44's objectives and fundraising goals.
- Working with the Senior Events and Engagement Manager, plan, organise, and execute a diverse range of events, including but not limited to an annual fundraising event, fundraising dinners, cultivation at F1 Grand Prix races and stewardship events for donors.
- Coordinate with internal teams and external vendors to ensure smooth execution of events within budget and timelines.

Stewardship Strategy

- Develop and oversee the stewardship strategy to retain and cultivate existing donors.
- Identify opportunities to engage donors beyond financial contributions, including volunteering opportunities.
- Work closely with the Senior Events and Engagement Manager to implement stewardship initiatives and ensure donors feel valued and appreciated.

Stakeholder Engagement

- Cultivate and maintain strong relationships with donors, sponsors, volunteers, and community partners.
- Identify opportunities for engagement and collaboration with key stakeholders to enhance fundraising efforts and maximise impact.

Marketing and Promotion

- Work closely with the marketing and communications team to develop promotional materials and campaigns for events.
- Utilise various channels, including social media, email marketing, and traditional media, to raise awareness and drive attendance for event

Fundraising and Revenue Generation

- Collaborate with the fundraising team to integrate events into the overall fundraising strategy.
- Develop sponsorship proposals and work with the fundraising team to identify and cultivate potential sponsors
- Set ambitious fundraising targets for events and implement strategies to achieve them, including sponsorships, ticket sales, auctions and donations.

Evaluation and Reporting

- Monitor and evaluate the success of events against predefined metrics and KPIs.
- Prepare comprehensive reports and analysis on event performance, including revenue generated, attendance, and donor engagement.

Line Management and Leadership

- Provide leadership and guidance to the Events and Engagement team, including the Senior Events and Engagement Manager.
- Set clear objectives and performance targets, conduct regular performance reviews, and provide ongoing coaching and support.
- Foster a collaborative and inclusive team culture that encourages creativity, innovation, and excellence.

About You

Start Up Culture

Mission 44 is in year three of its growth, allowing for employees to build brand new verticals of work from the ground up. We are seeking dynamic individuals who thrive in startup environments, where the journey from idea to implementation is fast-paced and fluid. As a self-starter, you will excel in developing and implementing creative solutions from the ground up, driving projects with minimal guidance, and taking ownership of outcomes.

Ideal Candidates

- A self-starter, go-getter, and independently driven, excelling in creating, iterating, and forging their own path in uncharted territory.
- Ability to craft clear, concise, and engaging content tailored to various audiences and platforms, ensuring high standards of grammar, style, and tone.
- Thrive in dynamic environments, relishing the chance to build and create innovative solutions from a clean slate.
- Demonstrate initiative by consistently seeking out new opportunities for growth and improvement, approaching challenges with enthusiasm and critical thinking.
- Adapt quickly to changing circumstances, maintains a positive mindset, excels at identifying solutions, and uses obstacles as a springboard for creativity and advancement.

Knowledge and Skills

- Strong project management skills with the ability to manage multiple projects simultaneously and work under tight deadlines.
- Excellent communication and interpersonal skills, with the ability to build relationships with diverse stakeholders.
- Creative thinker with a passion for developing innovative strategies to engage supporters and drive fundraising results.
- Proficiency in G-suite, Salesforce and event management software.
- Excellent knowledge of fundraising principles and best practices.
- Ability to work flexible hours, including evenings and weekends, as required by event schedules.
- Commitment to Mission 44's mission and values