



Job Information Pack

Events Coordinator November 2021

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Welcome from Raj Athwal – Executive Director The Mulberry Centre

Dear Candidate,

We are very pleased you are interested in applying for the position of Events Coordinator at The Mulberry Centre. I hope you will find the information in this Candidate Brief useful and more generally, the content of our website: <https://www.themulberrycentre.co.uk/>

The Mulberry Centre (TMC) is an award-winning cancer information and support centre and an independent charity, based on the grounds of the West Middlesex University Hospital in Isleworth, West London. It has been open for over 20 years and has provided services and support to more than 15,000 people.

The Events Coordinator will work closely with the Executive Director and the Fundraising and Communications Manager. We are looking for an individual who has proven experience in event management and a hands-on approach. They will manage the development and delivery of a high-quality programme of 21st Birthday Events to celebrate the achievements of The Mulberry Centre, recognise the contributions of past and present funders, donors, partners, local community, volunteers, staff, trustees, and to build support for the future so anyone affected by cancer can access our support services. They will also be responsible for the management and co-ordination of event volunteers related to the planning and running of events (with support from the Volunteers Lead, Fundraising and Communications Manager, Fundraising and Communications Lead and other staff and volunteers).

If you are interested in the work of The Mulberry Centre and have the relevant experience to perform this significant role, we would very much like to hear from you. Please contact me via email: raj.athwal@themulberrycentre.co.uk to discuss the opportunity in more detail.

Raj Athwal
Executive Director

2) About The Mulberry Centre

History

The Mulberry Centre is the culmination of a series of events. Over twenty ago, the West Middlesex University Hospital NHS Trust launched its first major fundraising campaign under the heading of the Pulse Appeal. West London needed a cancer support service – somewhere for anyone affected by a diagnosis of cancer to visit for information, advice and support.



Visits were made to similar Centre's around the country to gain an understanding of the viability of the service and its ongoing funding needs and to stimulate ideas for the design of our purpose-built Centre. In the summer of 1999, the cancer care Centre gained its name and visual branding – The Mulberry Centre Appeal was born. Fundraising continued, and building started in 2000. In 2001 the dream became a reality and the doors were opened for the first time.

After four years, The Mulberry Centre moved from being a subsidiary charity of the West Middlesex University Hospital Charitable Fund, to become a charity in its own right. On 1st August 2005, The Mulberry Centre became an independent charity, with its own Board of Trustees. This development allowed further scope for funding applications and an easier route for donations. Ties with the West Middlesex University Hospital continue to be strong, but the Centre gained strategic control over its future.

Today, The Mulberry Centre is a well-established resource in West London and has received many thousands of visits from both new and established users of the Centre for over 19 years.

Mission

The core mission of The Mulberry Centre is to improve the lives of anyone affected by cancer, including those with a diagnosis, carers, family members and bereaved relatives, by enhancing emotional, psychological and physical well-being.

Activities

Since 2001, The Mulberry Centre has grown and adapted its services to meet the needs of the people we aim to serve. As people are living longer with a cancer diagnosis, we recognise that their needs may change over time. It is not just the physical manifestation of the disease, but the emotional and practical impacts that we are able to respond to.

We aim to deliver a range of information and support services to all people affected by a diagnosis of cancer: to the cancer patient, the main carer, and those bereaved by cancer. Services include complementary and relaxation therapies, ongoing one to one support on a drop-in basis, counselling sessions and support groups, plus a wide range of workshops.

The combination of information, support, self-management and relaxation helps people feel in control; it helps them to make the right decisions to manage the physical and mental trauma of a cancer diagnosis, treatment and recovery. In addition, our community engagement has continued to be strengthening referral pathways with local community groups, to ensure that people hear about us at the earliest opportunity in their cancer journey.

Longstanding relationships with a wide range of health professionals, public bodies and voluntary organisations also help us to achieve and sustain our aims.

The services offered by TMC are briefly described below. Further details can be found on the TMC website.

Information Service and Library

Drop in support

Counselling, Support Groups and Coaching

Complementary Therapies

Wellbeing classes

Informative Workshops

Creative and social activities

Welfare rights and Benefits service

Engagement in the community

A peaceful space to relax and meet others, including within our own garden.

All the services are provided free of charge.

Recognitions and Awards

In June 2021, we were honoured with The Queen's Award for Voluntary Service, the highest award a voluntary group can receive in the UK. This year, the Queen's Award for Voluntary Service gave an additional special designation to QAVS awardees that provided impactful support to the community in response to the pandemic last year. The Mulberry Centre was selected for this designation and will receive a special thank you. We will consequently receive a slightly modified crystal with the words 'with special recognition - Covid 19' included in the engraving. In 2010 we were chosen as a beacon site for their Macmillan Environmental Quality Mark award for the excellence of our facilities; this was awarded again in 2012, 2015 and in November 2018. In 2014 The Mulberry Centre was named Hounslow Charity of the Year at the annual volunteer awards ceremony. In recent years, The Mulberry Centre has been the Charity of the Year of both the Mayor of Hounslow and the Mayor of Richmond upon Thames. We have also won the Hounslow Health Garden of Year Award twice. In March 2019, the Complementary Therapy team won a prestigious Macmillan Volunteers Award for their commitment and determination to improve the lives of people affected by cancer.

How we operate

We have a staff team of around 10, in full-time equivalent terms, and an expenditure budget of approximately £450,000 each year. The costs of running The Mulberry Centre have to be met by the income that we manage to raise. Although a certain amount of funding is received under contract, we have needed to find the bulk of our funding from charitable donations and fundraising activities. We have over 140 volunteers providing approximately 8,000 hours of time each year to provide support and services to our clients. We would not be able to provide the support we do for people affected by cancer without our volunteer workforce.

3) The Role of Events Coordinator

Reports to the Executive Director

Purpose

Development and delivery of a high-quality programme of 21st Birthday Events to celebrate the achievements of The Mulberry Centre, recognise the contributions of past and present funders, donors, partners, local community, volunteers, staff, trustees, and to build support for the future so anyone affected by cancer can access our support services.

Management and co-ordination of event volunteers related to the planning and running of events (with support from the Volunteers Lead, Fundraising and Communications Manager, Fundraising and Communications Lead and other staff and volunteers).

Key relationships

- ♥ Executive Director; Fundraising and Communications Manager; Fundraising and Communications Lead & temporary Marketing and Communications Assistant
- ♥ Trustees involved in 21st Birthday Planning Group or specific events
- ♥ Volunteer Lead
- ♥ Finance & Operations Manager & Operations Co-ordinator (for events at the Centre)
- ♥ Managers of other external venues
- ♥ Key partner contacts for programme delivery, sponsorship, and support
- ♥ Volunteers
- ♥ Event guests, including VIPs

Responsibilities

- ♥ Plan event from start to finish according to requirements, target audience and objectives (including financial objectives).
- ♥ Event planning, design and production while managing all project delivery within time limits
- ♥ Liaise with key internal and external stakeholders to identify their needs and to ensure customer satisfaction, and provide feedback and periodic reports to stakeholders
- ♥ Come up with suggestions to enhance the success of the different events
- ♥ Prepare budgets and ensure adherence
- ♥ Source and negotiate with vendors and suppliers (preferably in-kind or reduced rate)
- ♥ Coordinate all event operations - organise facilities and manage all event's details such as decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material etc
- ♥ Work with Communications Lead to promote and publicise event
- ♥ Ensure all sponsorship and donor acknowledgements/requirements are factored in
- ♥ Identify and specify staff and volunteer requirements and coordinate them for the events
- ♥ Approve all aspects before the day of the events & get approval where needed
- ♥ Ensure events are completed smoothly and step up to resolve any problems that occur
- ♥ Analyse the event's success and prepare reports
- ♥ Ensure compliance with insurance, legal, health and safety obligations

Person specification

- ♥ Proven experience as event manager/co-ordinator
- ♥ Hands-on approach
- ♥ Skilled in project management
- ♥ Knowledge of KPIs and marketing techniques for event management
- ♥ Computer savvy; proficient in MS Office
- ♥ Outstanding communication and negotiation ability
- ♥ Tact and diplomacy
- ♥ Excellent organisational skills
- ♥ A knack for problem-solving
- ♥ Customer-service orientation
- ♥ A team player with leadership skills
- ♥ Able to work with minimal supervision and set challenging goals, taking responsibility for outcomes and delivery of projects.
- ♥ Flexibility to represent The Mulberry Centre for some evening and weekend events.
- ♥ BSc/BA in PR, marketing, hospitality management or related field is preferred

Personal attributes

- ♥ **Committed to the aims and values of The Mulberry Centre:** we expect all staff to uphold and reflect the ethos of the Centre and all its work
- ♥ **Hardworking:** as a small charity, our success depends on the hard work of all our people
- ♥ **Creative and resourceful:** Ability to source and evaluate a comprehensive range of information and distil into key requirements.
- ♥ **Practical:** as part of a small team, you will need to have a positive collaborative outlook and the ability to work across the organisation and with external stakeholders to achieve results.
- ♥ **Reliable:** this is a critical post with responsibility for ensuring the delivery of client Services.
- ♥ **Approachable:** an open, friendly approach is critical to the team spirit of our small staff and to be sensitive to the needs of minority and vulnerable groups.
- ♥ **Flexible:** the post holder will need to be flexible with their working hours, willing to travel and work unsocial hours.

4) Working hours, salary and benefits

Contract

Fixed term for 6 months - until August 2022

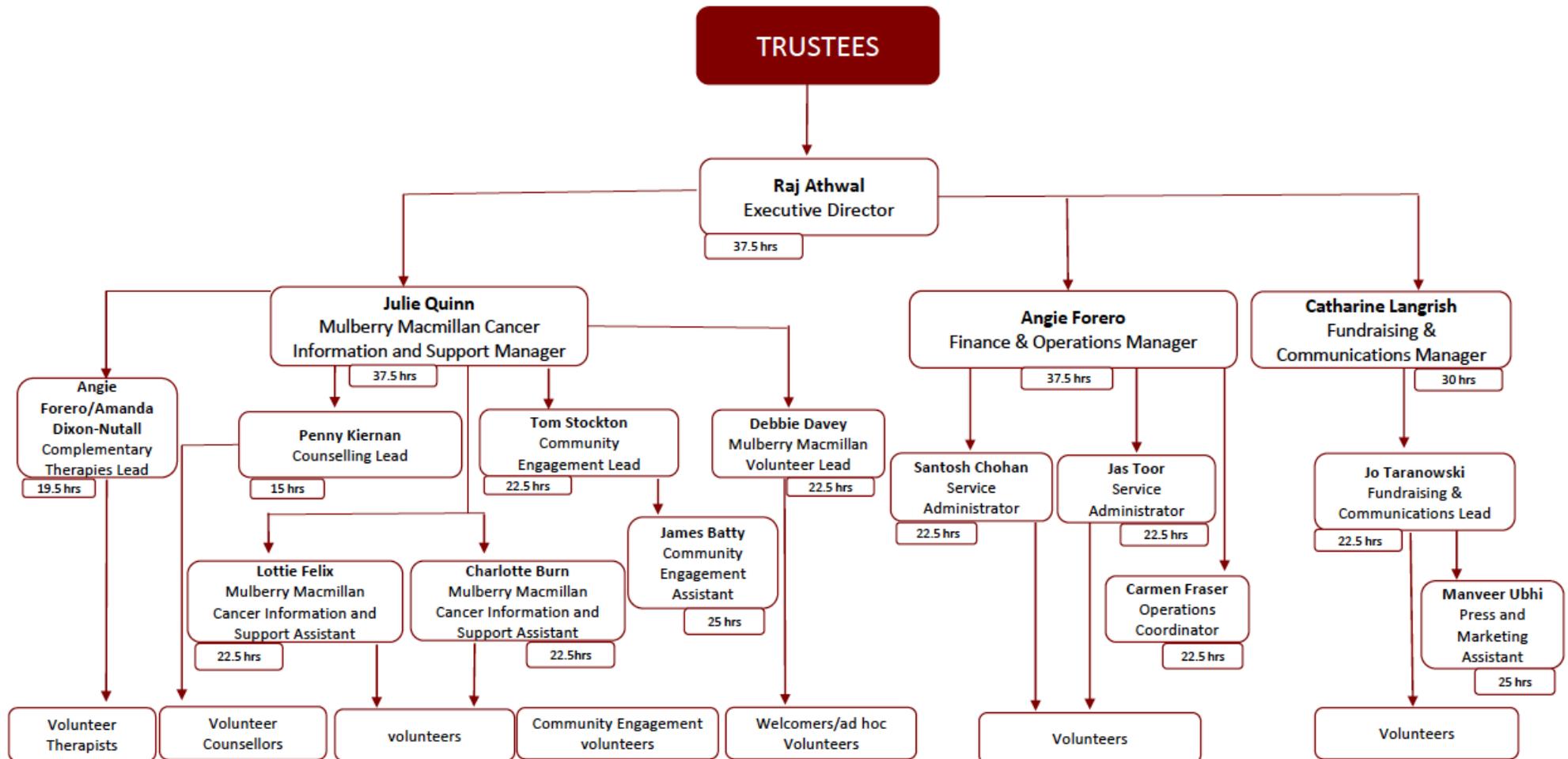
Working hours and flexibility

We are looking for someone to work part-time – up to 10 hours per week.

Salary

£22 per hour

5) Organisation Chart



6) Timetable and how to apply

Tuesday 9 th November 2021	Applications open
Friday 26 th November 2021 – 12pm	Deadline for applications
Friday 3 rd December 2021	Interview day

How to apply

To apply, please email the following documents to raj.athwal@themulberrycentre.co.uk quoting EC, as soon as possible and no later than 12pm on Friday 26th November 2021.

1. A comprehensive CV
2. A covering letter containing:
 - a. Supporting statement showing evidence of how you meet the personal specification of the role
 - b. Your notice period
 - c. The name, job title, organisation, email address and mobile number of two professional referees. (Please note referees will not be approached without your prior permission.)

Please ensure that you include your mobile phone number and email address in your application. Please contact Raj Athwal (email address above) if you have any queries or if you would like to have an informal conversation about the role.

Thank you for your interest in this position.