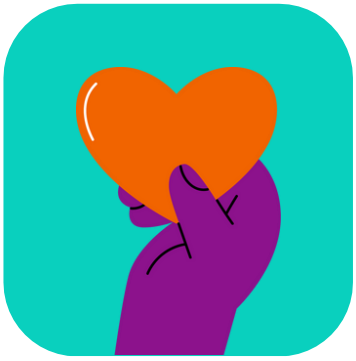
Beat
Eating disorders

Community Fundraising and Events Officer

Candidate pack

OUR VALUES



Be yourself: Be open and try to make it easy for others to be open too. We're all human: if things go wrong be honest, take responsibility and we'll work together to put things right.

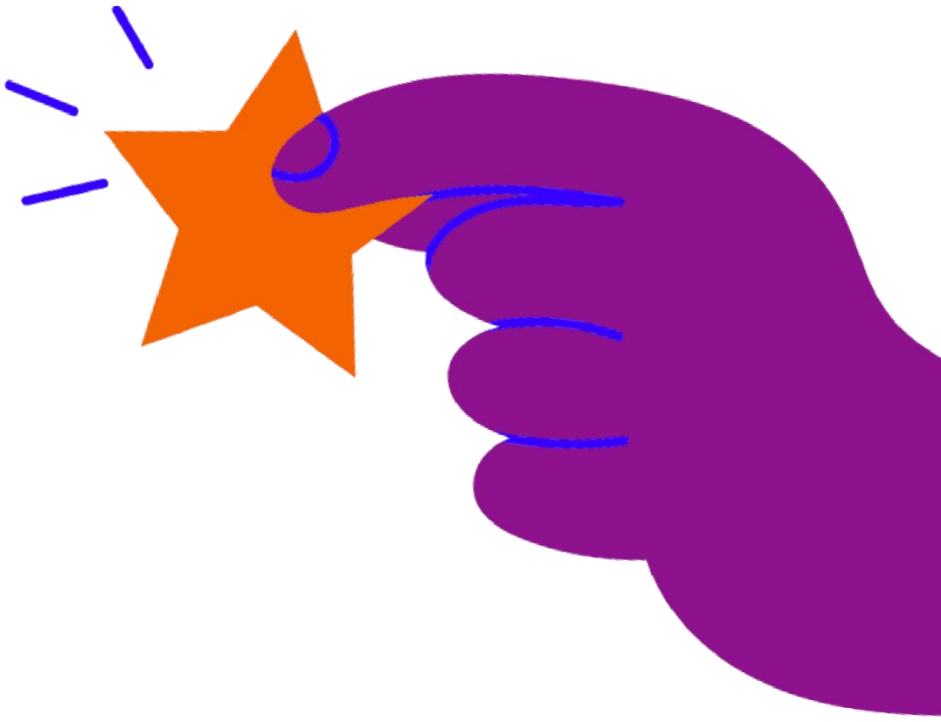
Be kind: Treat everyone with respect, empathy and compassion. Diversity makes us stronger, appreciate these differences so everyone feels welcome, included, and valued.

Be curious: Keep an open mind and try new things. Ask questions, constructively challenge what isn't working and help find solutions to problems.

Grow together: Work collaboratively, build trust and learn from each other and from people with lived experience. Share and reflect what you know to make Beat stronger.

PRINCIPLES FOR BEAT MANAGERS

Managers are collectively responsible for the success of Beat's strategy. They are expected to model and champion our values, building a trusting and empowering working environment where everyone's views are heard and valued and where people are working to their strengths.



OUR COMMITMENT TO EQUALITY, DIVERSITY AND INCLUSION

We cannot succeed in our mission to end the pain and suffering of eating disorders unless we are able to help everyone affected by eating disorders and address inequalities in experience and outcomes.

We take equality, diversity and inclusion seriously at Beat and we are committed to ensuring EDI is embedded in our service provision and our individual behaviours.

We recognise that there are still significant barriers that deny equal access to the information, support and treatment that everyone affected by eating disorders deserves. As an organisation we will reduce barriers to those seeking our support and use our voice and influence to tackle inequalities and drive change.

We know that we need a diverse, passionate workforce to deliver our mission. We are committed to recruiting, retaining, and promoting a diverse mix of individuals who are representative of the communities we serve.

We believe that everyone should be able to be themselves, feel respected and be empowered to give their best and reach their full potential. We will create a safe and inclusive culture where everyone can progress and thrive, and has a sense of belonging. It is all of our responsibility to make Beat a fair and equal place to work, where we all promote equality, value diversity, and work inclusively.

We expect all of our third-party suppliers and partners and everyone involved in Beat's activities to act in line with our EDI policy. We do not tolerate disrespectful behaviour towards each other, supporters or members of the public. Any breaches of this policy are taken seriously by the organisation.

We know that eating disorders do not discriminate. They can affect anyone, of any age, background or circumstance. We also know that it is only by actively working to eliminate discrimination and create equality that we will be able to end the pain and suffering of eating disorders for good.

JOB DESCRIPTION

Job title	Community and Events Fundraising Officer
Department	Public Fundraising
Hours per week	34 (full time) normally worked over 4 days - see the information later in this pack for further important details on Beat's working hours.
Salary	£27,000
Contract	Temporary Fixed Term Contract - 6 months from start date
Location	Home-based with the option of working in the Beat office in Norwich if preferred.

WE SHOW THE SALARY EMPLOYER

We've taken the We Show the Salary pledge to show salary info on 100% of our job ads.

PURPOSE OF THE POST

To maximise income from community fundraising, specifically sporting events ran by our 3rd party providers, by engaging, inspiring and supporting volunteer fundraisers. The role will deliver exceptional supporter experiences through proactive communication, tailored guidance and personalised stewardship, while using creative and tactical promotion to identify and capitalise on emerging and trending fundraising opportunities.

ABOUT THE POST

This role sits within the Fundraising Directorate, a team of around 14 passionate and motivated staff covering community fundraising, individual giving, trusts and grants, corporate partnerships and major donors. Working collaboratively, the team takes a collective approach to achieving ambitious income targets, strengthening supporter relationships and identifying new opportunities to grow sustainable income.

This is an exciting and rapidly growing area of fundraising, with increasing interest, a vibrant calendar of events and significant income potential. It's currently our fastest-growing income stream, with sports fundraising a major trend across the sector.
The duration of this post falls during the peak of the sporting events calendar, making it an exciting time to join and make an immediate impact.

As the Community Fundraising and Events Officer, you'll manage our growing portfolio of sporting event fundraisers and deliver an exceptional supporter experience from initial enquiry through to event day and beyond, ensuring fundraisers feel inspired, confident and well supported. You will build strong relationships, understand supporter motivations and provide proactive, personalised stewardship to help them reach and succeed their fundraising potential. You will also take a tactical approach to promoting sporting events, keeping up to date with emerging and trending opportunities and identifying new events and audiences that could generate income.

Alongside managing sporting events, there will be opportunities to support elements of community fundraising too. You will work closely with the Community Fundraising team to develop ideas, share insight and deliver effective campaigns and activities. The role will also involve working collaboratively across the wider organisation, particularly with Marketing and Communications, to promote fundraising opportunities.

This is an excellent opportunity for a proactive, personable and creative candidate who enjoys building relationships, spotting opportunities and turning ideas into income. Most importantly, you will have the ability to connect with people, understand what motivates them and provide the encouragement and support they need to make a difference to our cause.

MAIN RELATIONSHIPS

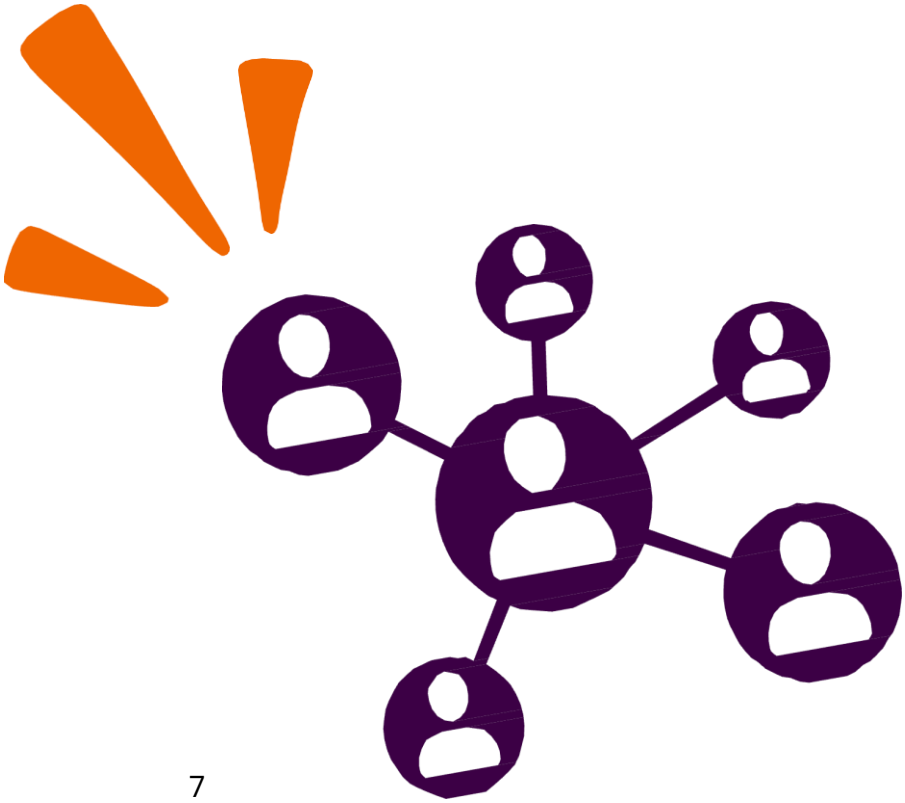
The Community Fundraising and Events Officer reports to the Community Fundraising Manager and works as part of the 14-strong Fundraising Directorate, collaborating closely with other Fundraising Officers to achieve shared income and engagement goals.

You will build strong relationships with sporting event fundraisers and other community supporters, providing advice, encouragement and stewardship throughout their fundraising journey. They will work closely with the Supporter Care Team to ensure fundraising enquiries, registrations and supporter information are managed smoothly and effectively.

There will be frequent collaboration with Marketing and Communications colleagues to promote fundraising opportunities, recruit and engage supporters, and share supporter stories and achievements. You may also liaise occasionally with the Press team to support media opportunities around supporter fundraising and events.

You will also work closely with third-party event partner managers to build relationships, identify new opportunities and maximise participation and income from sporting events.

The post-holder will develop effective working relationships across Beat, contributing to a collaborative and supporter-focused approach to fundraising.



KEY RESPONSIBILITIES

1. Manage and develop Beat's sporting events portfolio, taking ownership of the growth and delivery of events including runs, cycles, walks and other third-party sporting challenges. Identify new opportunities to increase participation, engagement and income.
2. Build and maintain strong relationships with fundraisers, providing high-quality, frequent and meaningful communication, support and stewardship throughout their fundraising journey to maximise participation, retention and income.
3. Develop clear and engaging supporter journeys, including fundraising resources, communications and milestone structures that motivate fundraisers, celebrate progress and help them reach and exceed their income targets.
4. Build effective relationships with internal teams and external partners, including third-party event and portal managers, to maximise opportunities and deliver an excellent fundraiser experience.
5. Lead the promotion of sporting events and fundraising opportunities, working with the Marketing and Communications team to develop engaging multi-channel communications and content that drive participation and income.
6. Manage the sporting events section of Beat's website, ensuring event information, fundraising opportunities and resources are accurate, engaging, accessible and regularly updated.
7. Use Beat's CRM systems to accurately capture fundraiser information and key data contributing to the development and implementation of fundraising processes.
8. Track and report on performance, including participation, income, engagement and return on investment, using insight to inform future activity.
9. Contribute to fundraising strategy and budgets, sharing knowledge and insight from supporters, events and external partners.
10. Follow sector best practice including abiding by Beat's policies regarding Data Protection, Vulnerable Supporters, Ethical Fundraising and Safeguarding. Always abide by charity and data protection laws, providing advice to volunteer fundraisers when necessary.
11. Ensure own behavior is fully supportive of an inclusive culture in relation to all colleagues and other stakeholders.

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13. Take responsibility for personal learning and development, keeping knowledge and skills relevant to the role.
14. Represent Beat at relevant fundraising events as appropriate.
15. Undertake other responsibilities relevant to the purpose of the role, as required by the line manager.

These responsibilities are subject to review and may be varied in emphasis depending on operational requirements.

PERSON SPECIFICATION

Candidates should take each of the points in the three sections of the person specification and, using each as a sub-heading in the application form, demonstrate how they meet the requirements of the role.

We ask that all candidates can demonstrate they have the "core" skills but if you do not have all the "valued" skills you may still be considered depending on the experience you would bring – transferrable experience (including voluntary, care-giving, community) is welcome.

Core Skills

- Ability to operate in a highly cohesive, high performing team based on the principles of trust, mutual respect, and empowerment.
- Excellent written and verbal communication skills, with the ability to engage, enthuse and inspire others.
- Strong organisational and project management skills, with the ability to manage competing priorities and a busy workload.
- Strong interpersonal and supporter care skills, with the ability to build warm, productive relationships with people from a wide range of backgrounds, handle difficult conversations sensitively, and deliver excellent support that contributes to income generation.

Valued Skills

- Experience of building, managing, and developing productive relationships with people and stakeholders at all levels.
- Previous experience within the charity and/or fundraising sector.

Specific Knowledge

- Strong IT skills including good working knowledge of Microsoft Outlook, Word, and Excel. Experience of using customer relationship management (CRM) databases such as Raiser's Edge would be ideal.
- Knowledge of, or demonstrable ability to develop an understanding of, mental health issues.

Our cause touches people of every background. LGBTQ+ people. Disabled people. People of every age, ethnicity, gender, and class. We are committed to recruiting, retaining, and promoting a diverse mix of individuals who are representative of the communities we serve.

WHO WE ARE

Eating disorders can be prevented, and recovery is always possible.
We help those affected now, and work to stop others being affected in the future.

Our strategic priorities are:

Answer the Call: Too many of those facing eating disorders feel they have nowhere to turn. When they ask for help, we are there. Through our Helpline, our range of support services and our online information and resources, we offer accessible support and guidance directly to those who need them. Whether that's for those with an eating disorder or those who support them, we are there for people when they need us most, empowering them to take the steps they need.

Spread the Word: Too many people living with an eating disorder tell us they feel alone. We will support those around them to know what to do to help. If people can recognise and respond to the earliest signs of an eating disorder, more will get the help they need earlier. Through awareness raising, training for professionals, and supporting research, we will continue to build a community that understands eating disorders and how to help.

Change the Story: Too often those with eating disorders are failed by the system. We will influence those with power to change this. We need policy makers to understand eating disorders and how to stop them. By influencing Government, the NHS and industry through the voices of those with lived experience and evidence led campaigns we can create long lasting change for everyone affected.

ABOUT EATING DISORDERS

Eating disorders destroy lives. They steal childhoods, devastate relationships and pull families apart. And they can be fatal. They are serious mental illnesses and include anorexia nervosa, bulimia nervosa and binge eating disorder. There are **3.5 million people in the UK likely living with an eating disorder**. While more women are affected than men, and eating disorders commonly emerge during adolescence, they affect people of all ages and genders.

On average, it takes someone over 3 years from falling ill before they seek treatment, followed by more than 6 years of waiting, therapy, semi-recovery and relapse before they get better. PwC estimates that this costs the NHS £4 billion per year. However, it doesn't have to be this way: if someone starts treatment early, they have a good chance of making a rapid and sustained recovery.

Parents, siblings and other family members are also seriously affected. They should be enabled to help their loved one into a quick and sustained recovery but they can only play their role if they have full understanding, are fully supported and engaged by the health services, and if their own wellbeing is protected. However, they commonly report not being given useful information when a loved one is diagnosed, so they can't stop things getting worse while waiting for treatment to start and they don't know how to support their treatment regime. Families and carers also find that supporting the sufferer has a negative impact on their own physical and mental health

WORKING TOGETHER

Our statement of values (see earlier section) is a description of how we work at Beat when we are working together at our best. As the statement concludes, when we get this right we will achieve brilliant results, making Beat a truly inspiring and enjoyable place to work.

Central to those values is the conviction that happy people are more likely to perform at their best, and that people performing at their best are more likely to be happy in their work.

Everyone at Beat therefore has a responsibility for modelling our values and doing whatever is needed to make sure we are working together at our best for as much of the time as possible.

Managers in particular are expected to create an environment of cohesive and focussed teamwork built on trust, understanding and a shared determination to achieve great results. They put their people first and give them the support and freedom they need to innovate and succeed. The definition of a good manager at Beat is someone who is leading a happy and high performing team.

So if you are successful in your application, you can expect regular meetings with your line manager to share ideas, ensure wellbeing, support and review your progress. They will encourage your learning and development, enabling you to spend on average at least 10% of your time on L&D using a wide range of options. And they will ensure you have all the information and connections you need to do your job to the best of your abilities.

BEAT'S SHORTER WORKING WEEK

Beat has permanently adopted two significant changes to our working practices:

1) Reducing the full-time working week to 34 hours over 4 consecutive days without reducing pay.
2) Allowing significantly greater flexibility to work from home

These changes were introduced to help protect staff wellbeing during the Covid pandemic, but were so valued by our colleagues – and resulted in higher productivity despite the reduced hours - that we have made them permanent.

Therefore most full-time staff at Beat work 8.5 hours per day Monday- Thursday, with considerable flexibility available providing that necessary diary commitments can be met. Part-time working patterns are agreed on an individual basis but with the 4 day week as a starting point.

No internal meetings are arranged on Fridays and the office is closed (although still available for use as needed and in the case of personal preference). Full time staff are nevertheless required to be available to work on Fridays when required for meetings unavoidably organised by other organisations, with time to be taken off in lieu.

A slightly different version applies for the Helpline but the principle remains that full-time means working for 34 hours across 4 consecutive days.

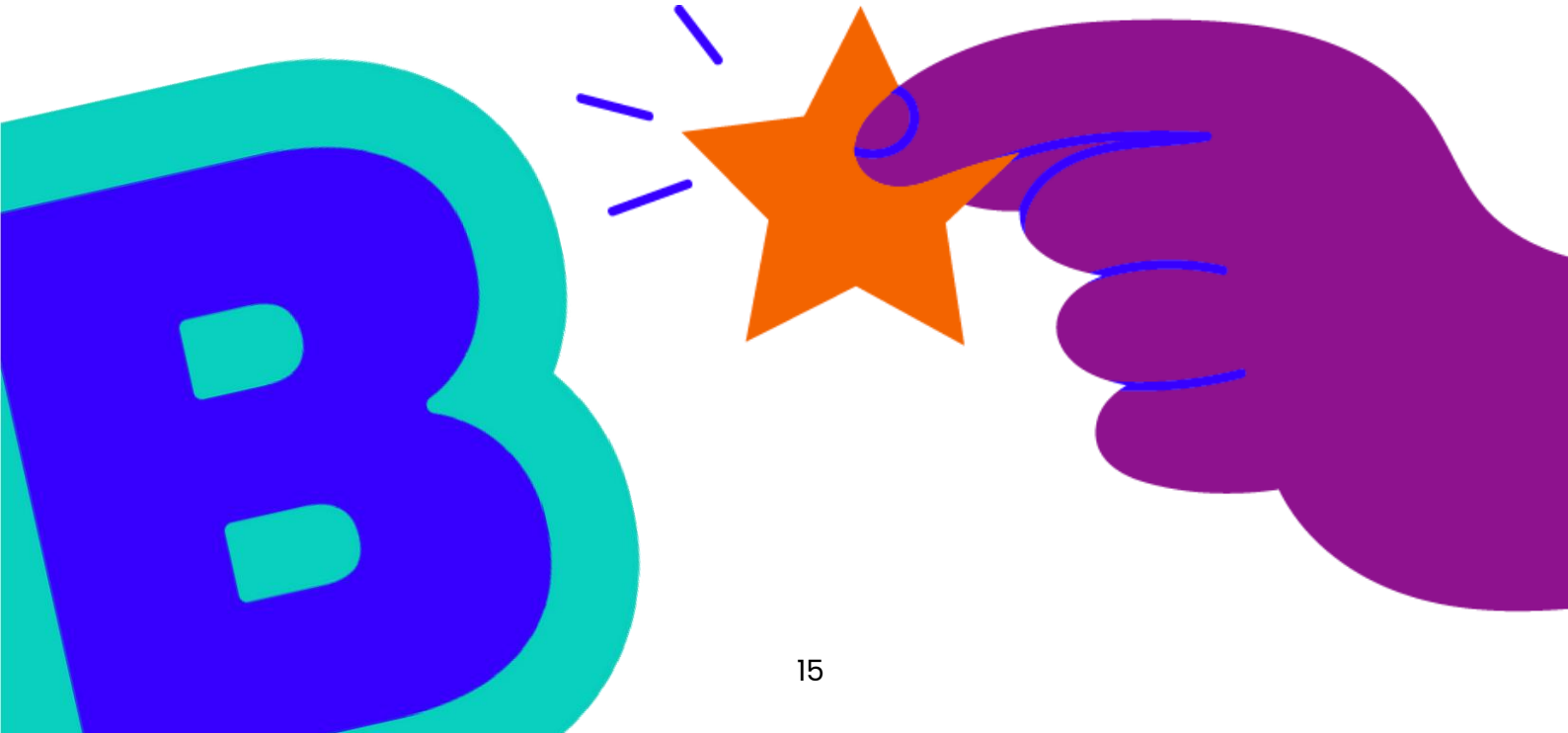
Staff who are unable to work 8.5 hours in a day (e.g. because of caring responsibilities) can work some of their hours on Friday and requests for this working pattern would only be refused for very specific business needs or wellbeing requirements. Any full time staff choosing this option would nevertheless need to be available for engagements considered as 'business need' on Monday to Thursday, with notice given and TOIL to be taken as necessary.

BEAT'S OFFICES AND HOME WORKING

Beat's head office is in Norwich. Staff who are based in the office must be present there when a business need arises and can choose to work there whenever they like. Except for roles which can only be fulfilled in the physical office, staff also have a high degree of flexibility to work from home.

People who are recruited to be fully or partly home-based will be provided with a laptop and relevant other necessary equipment. All home-working postholders must ensure an internet connection of sufficient speed to attend meetings by video conferencing without disruption.

Staff are required to attend meetings in the Beat office (or elsewhere) when there is a business need. They are also expected to travel to meet business needs, which vary depending on the role. Expenses will be paid for any required travel to locations other than the postholder's normal place(s) of work



RESILIENCE AND WELLBEING INTERVIEW

Our work at Beat involves supporting vulnerable people who may be in distress, and all staff are likely to come across potentially upsetting content. This can be difficult for staff at times and for some it can have a negative impact on their health and wellbeing. We value the insight that those with lived experience can bring to their role while making every effort to ensure the work does not negatively impact them.

In order to best protect our team, and ensure all staff are able to thrive at Beat, we conduct a resilience and wellbeing interview as part of the recruitment process. The purpose of this conversation is not to assess mental health or wellbeing, and applicants with existing or past mental health conditions will not be disadvantaged.

Instead, this is an opportunity to discuss how you manage emotionally demanding situations, what support networks you have in place, and how you balance work with life. This will help to ensure that applicants understand the pressures of the role and are able to meet them. It also helps us to understand what support you might need from Beat to thrive in your role.

HOW TO APPLY

Full information about this role including application forms are at www.beateatingdisorders.org.uk/vacancies. For guidance on completing the application form and out interview process go to https://www.beateatingdisorders.org.uk/about-beat/who-we-are/join-the-team/ and scroll down to the Candidate Toolkit.

If you have any specific questions on the process, please email jobapplications@beateatingdisorders.org.uk or call 01603 753311.

Completed application forms should be returned via the website page above by 9am on Wednesday 21st October. All applications must be on the Beat application form. CVs will not be considered unless by prior agreement.

We may close this vacancy early if we receive a high number of applications for the role. Therefore, if you are interested, please submit your application as early as possible. Shortlisted candidates will be informed by close of business on Thursday 22nd October. If you have not heard from us by Thursday 29th October, please assume that your application has not been successful.

First interviews will take place week commencing 26th October, either online or at our Norwich Office location if that is achievable for you. We may conduct second interviews depending on the outcome of the first interviews, if needed to help us make a final decision between candidates.