

# Community and Challenge Events Officer (Maternity Cover)

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## Application Information August 2024



# Welcome

Hello prospective candidate! We are really pleased that you are interested in working with us here at The Lullaby Trust. Let us tell you more about our organisation.

It is a key time to be joining the charity as we continue to save babies' lives and support bereaved families. The charity has been hugely successful, but the work is far from done. The impact of the sudden death of a baby is wide and never goes away, as we know from the families that we support. This drives all our work, across each department. We are a close and friendly staff team who all share in the charity's objectives.

The Community and Challenge Events Officer (Maternity Cover) is an integral role in the Income & Engagement team. Events and community fundraising is our largest income stream and you would be responsible for maintaining the coordination and development of this area, while delivering the highest level of supporter care and ensuring that our fundraisers have a fantastic experience.

This is a brilliant role for someone who is incredibly organised with meticulous attention to detail and loves building relationships and making people feel great! Previous charity fundraising experience in events or supporter care is ideal, but if you have a strong background in organising events or customer service outside of the sector we'd love to hear from you too.

**Jenny Ward**  
**Chief Executive**





# About us

The Lullaby Trust is a charity that saves babies' lives and supports bereaved families. Around 3 babies a week still die from sudden infant death syndrome (SIDS) and we are committed to bringing that number down to zero.

Through educating parents on how they can reduce the risk of SIDS and investing over £12 million in research, we have played a key role in reducing the number of babies who die from SIDS by over 80%, saving the lives of more than 30,000 babies.

Each year we train thousands of health professionals to support parents in sleeping their baby safely. We campaign tirelessly to raise awareness of SIDS and ensure our life saving advice reaches all parents.

The Lullaby Trust supports bereaved families, through our helpline and befriending scheme. Our work with the NHS to provide a Care of Next Infant Programme (CONI) offers a lifeline to bereaved families expecting a new baby.

At The Lullaby Trust, we provide an incredibly supportive working environment that embraces hybrid working, flexible hours, and individually tailored schedules. This empowers you to plan your work life according to your personal preferences and commitments, ensuring a fulfilling and balanced professional experience. If this interests you, we would love to hear from you!

# Our Values

## Caring

We care about all the people we support and always show compassion, warmth and understanding.

## Reassuring

We are supportive, clear, informative and non-judgemental

## Trustworthy

We have expert knowledge based on scientific evidence, data and experience

## Driven

We won't stop until no baby dies suddenly and unexpectedly



# Our Impact 2022-23

## OUR YEAR in numbers



**309**

professionals contacted us for support on behalf of a family they are working with



**89%**

of professionals who completed our training in the year said that the quality of the training was high and 88% identified changes they would make to their professional practice



Answered  
**2,916**  
safer sleep queries via our helpline and online channels

Shared safer sleep information directly with  
**587**  
health professionals



# The Role

<b>Post</b>	Community and Challenge Events Officer (Maternity Cover)
<b>Location</b>	Hybrid (London office ~1-2 days per week)
<b>Department</b>	Income and Engagement
<b>Salary</b>	Up to £30,000 per year
<b>Hours</b>	Full-time, Flexible
<b>Responsible to</b>	Supporter Engagement Manager

## The main function of this role will be:

1. To co-ordinate The Lullaby Trust's challenge events programme
2. To develop The Lullaby Trust's community fundraising programme
3. To provide excellent supporter care to all challenge and community fundraisers
4. To work with other members of the Income & Engagement team to support the overall fundraising target



# Job Description

## 1. To co-ordinate The Lullaby Trust's challenge events programme

- Produce planning documents and communication plans for each event
- Lead on marketing to recruit participants for portfolio challenge events and own place participation. This includes regular updates to the website, liaising with the colleagues to create artwork and social media posts, creating social media adverts, and sending engaging email communications
- Manage the logistics and delivery of supporter participation in third party challenge events including training days, cheering points and post-race events and recruiting and managing volunteers as appropriate
- Ensure The Lullaby Trust challenge events fundraising is carried out safely and legally and complies with fundraising regulations
- With the support of the Fundraising Assistant, manage administrative procedures for each event, including ensuring all enquirers and participants details are captured and added to Raiser's Edge and the event consoles promptly and accurately
- Carry out a full evaluation post-event and make recommendations for the future. Action past suggestions when planning future events

## 2. To develop The Lullaby Trust's community fundraising programme

- Create and implement a marketing plan for the continued promotion and uplift of DYOT fundraising
- Co-ordinate the development and creation of digital and physical materials available for community fundraisers
- Work with the Supporter Engagement Manager to identify new opportunities for Community Fundraising products and co-ordinate the development and introduction of these

- Regularly evaluate the performance of community fundraising against KPIs, as well as external trends and opportunities, and make recommendations for improvements

## 3. To provide excellent customer care to all challenge and community fundraisers

- Liaise with the Fundraising Assistant to divide the stewardship of challenge and community fundraisers
- Create and send regular inspiring and motivational stewardship communications to participants
- Build excellent relationships with supporters from the point of recruitment through to the completion of their event and beyond through providing advice, support, ideas and fundraising materials
- Work with the Supporter Engagement Manager to develop supporter journeys for community and challenge fundraisers

## 4. To work with other members of the fundraising team to support the overall fundraising target

- Work closely with the Supporter Engagement Manager to monitor income and assist with budgeting and re-forecasting
- Keep up to date with IOF & sector trends and share news and ideas with the fundraising team where appropriate
- Attend events as required (weekend and evening work will be required for which TOIL will be offered) ensuring that the charity's profile and reputation are enhanced
- Be an excellent ambassador for the charity at all times

*Priorities for the year and key tasks are reviewed regularly. They are subject to updates in line with decisions made at The Lullaby Trust's strategic reviews, and funding requirements.*

# Person Specification

## Qualifications / education required:

- Commensurate experience in an applicable role

## Competencies required:

### Essential:

- Good working knowledge of Word, Excel and Outlook
- Excellent customer/supporter care
- Persuasive and effective written style
- Creativity, with an eye for detail
- Highly developed organisation and time management skills
- Diplomacy
- Sensitivity when dealing with bereaved supporters and beneficiaries (training will be provided)
- Ability to represent The Lullaby Trust at events and functions

### Desirable:

- Experience of working within a fundraising events or supporter care role
- Experience of working to financial targets
- Experience of planning and delivering marketing activity, particularly through digital channels
- Good working knowledge of Raiser's Edge/ other CRM

## Personal characteristics required:

- Self-motivator, takes initiative and is resourceful
- Target driven and determined
- Friendly, enthusiastic and professional
- Empathetic approach to the issue of baby loss
- Commitment to the organisation's strategic goal to reduce the rate of unexplained infant deaths and to support bereaved families

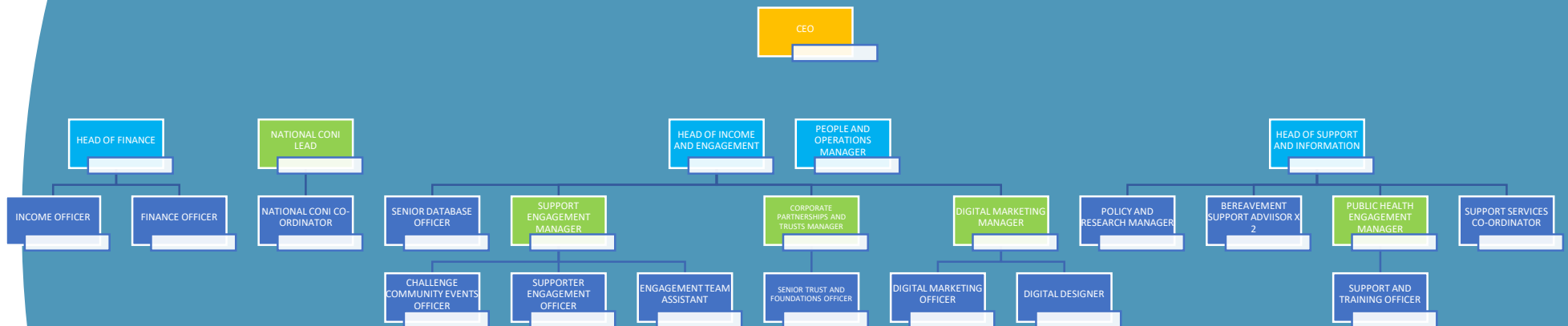
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# Organisational Structure



# Key Benefits

- 25 days annual leave plus 8 days paid public holidays every year (pro rata for part time staff)
- Additional leave between Christmas and New Year when the office closes
- Flexible and remote working is available to all staff
- Enhanced company Maternity and Parental Leave
- Any member of Staff affected by loss of a close family member will be granted compassionate leave paid at their normal salary
- Ability to buy up to 5 extra days of holiday
- A company pension scheme with matched contributions of up to 5% after 3 months
- A healthcare cash plan free of charge to all staff, enabling staff to claim 100% of the costs of everyday healthcare up to annual limits
- 24/7 Employee Assistance Programme offers free, confidential and impartial support, information, and counselling service to staff on legal, financial, debt management and emotional issues
- Long-service leave entitlement after 3 years of service
- Up to 1-year unpaid sabbatical leave after 5 years of service
- Free travel loan to work after successful probation
- Free eye-care vouchers after successful probation
- Free will writing service





# To Apply

Please [click here](#) to apply.

The deadline for applying is 22nd August at 23:30.

Early applications are encouraged as we will review applications throughout the advertising period, and reserve the right to close the advert early should we receive a sufficient number of applications. Interviews may be held during the advertising period or shortly after the close date.

Please note interviews will be held over Microsoft Teams.

If you have any questions, or would like to discuss your application, please email Jenny Street on [JennyS@lullabytrust.org.uk](mailto:JennyS@lullabytrust.org.uk).