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| <b>Job title</b>      | Challenge Event Executive       |
| <b>Directorate</b>    | Public Fundraising              |
| <b>Accountable to</b> | Head of Community Fundraising   |
| <b>Responsible to</b> | Senior Challenge Events Manager |

## About us

The Royal Marsden Cancer Charity raises money solely to support The Royal Marsden, a world-leading cancer centre. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

We are a very ambitious organisation which has gone through transformational growth over the past five years. Alongside funding an existing programme of world-leading research, treatment and care, the Charity has recently completed its largest capital appeal to date, successfully raising £70 million to build the Oak Cancer Centre at the hospital's Sutton site, which opened in summer 2023.

We have exceeded our fundraising targets, over the past three years, raising over £90m against a target of £83m and making over £82m in funding available to The Royal Marsden. However, with one in two of us expected to develop some form of cancer, it is essential that we go even further in our fundraising efforts to support the essential work of The Royal Marsden. Therefore, we have recently launched our most ambitious strategy yet, that will see us raising at least £215m over the 5-year period.

The Charity is committed to raising £150 million, through a major fundraising appeal, for a new major development project in Chelsea, which will launch in 2025/26. There is also an extensive portfolio of engaging projects outside of the capital appeals, that help to support all aspects of the hospital's work to improve the lives of cancer patients.

## Our Values

We know that to succeed it is critical to work collaboratively, with a set of shared behaviours that guide and govern how we work every day. In consultation with our staff, we have defined five Values which we believe are central to who we are and how we work and we are committed to living them daily.

We are:

**Respectful**

We believe in a safe, supportive workplace, seek the expertise and contribution of others and are mindful of the needs of our supporters and stakeholders.

**Kind**

We are caring, responsive, considerate, and generous with our time.

**Ambitious**

We have high aspirations and are enterprising in our approach.

**Purposeful**

We make informed decisions which support our agreed priorities, showing desire and determination to achieve our goals to make a tangible difference.

**Versatile**

We explore alternative solutions and respond positively to new opportunities to maximise our impact.

## The Challenge Events Team

Working for us offers you a challenging and rewarding career, as well as the chance to really improve the lives of those living with cancer.

The Challenge Events team sits in the Community Fundraising team and manages our participation in some of the UK's biggest events, including the London Marathon and London to Brighton Cycle ride, as well as managing our own bespoke treks. We provide support to thousands of patients and their friends and family who take part in runs, treks, cycles and many other challenges which raises millions for the Charity every year.

## Job purpose

As Challenge Event Executive you will be responsible for managing a portfolio of third-party challenge events. This will include managing budgets, liaising with third party event suppliers and planning and organising the marketing for each event. You will also support participants from sign up to completion of their event, providing best in class stewardship.

You will be a high performing fundraiser with experience of delivering income growth through effective marketing and supporter stewardship. You will be driven and dynamic and relish the opportunity to deliver significant growth to support the charity to achieve its ambitious goals.

## Working relationships

This role works with a broad range of stakeholders, across fundraising, marketing, within the hospital and external suppliers.

## Key areas of responsibility

- 1.1 Project manage a portfolio of third-party challenge events, including identifying opportunities for growth.

- 1.2 In collaboration with the Marketing team, create marketing plans for each event to inspire and secure supporters.
- 1.3 Develop and deliver excellent supporter communications to drive up income and supporter retention.
- 1.4 Continually evaluate your portfolio of events in order to ensure the achievement of income targets and maintain a sustainable events portfolio, including making recommendations for new mass participation events and initiatives.
- 1.5 Setting the annual budgets for your events, providing regular reports and implementing contingency plans when required.
- 1.6 Working closely with colleagues in Philanthropy, Corporate Partnerships and In-memory to provide event support and ensure seamless stewardship of supporters across teams.
- 1.7 Contributing to the annual strategic planning, including agreeing strategic objectives, KPIs and milestones.
- 1.8 Work closely with other fundraising teams, to support the Charity's overall objectives and targets.
- 1.9 Occasionally attending evening and weekend events, depending on the needs of Community Fundraising supporters and the wider fundraising team.

### **General responsibilities**

- 1.10 Forging positive relationships across The Royal Marsden NHS Foundation Trust in order to ensure support for and achieve fundraising and wider organisational goals.
- 1.11 Ensuring that donor records are accurate and kept up to date and that all information relating to donors is produced and stored in line with General Data Protection Regulation and best practice.
- 1.12 Constantly striving for value for money and greater efficiency; advising on the best use of available budget and contributing to the team's annual income and expenditure budget planning process.
- 1.13 Undertaking any other duties that are commensurate with the grading of the post as requested by the Line Manager.

This job description is intended as an outline of the general areas of activity within the job role. It will be amended from time to time in the light of the changing needs of the organisation.

## **Person Specification**

| Candidates must be able to demonstrate                      | Essential (E) or Desirable (D) |
|-------------------------------------------------------------|--------------------------------|
| <b>Experience and knowledge</b>                             |                                |
| Experience of working in events or a fundraising role       | E                              |
| Experience of managing budgets                              | D                              |
| Experience of using Raiser's Edge                           | D                              |
| <b>Key competencies</b>                                     |                                |
| Ability to build strong and effective working relationships | E                              |

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|--------------------------------------------------------------------------------------------------------------------|---|
| Excellent communication skills                                                                                     | E |
| Excellent organisation skills and attention to detail                                                              | E |
| Proactive and problem-solving attitude                                                                             | E |
| Able to respond sensitively and appropriately to emotional circumstances, including distressed/bereaved supporters | E |

The above criteria are necessary for this post and will be used when shortlisting applicants for interview and throughout the recruitment and selection process.

## Conditions of service

|                      |                                                                                                                                                                                                                                                                                                               |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Salary</b>        | £29 - £31,000 per annum                                                                                                                                                                                                                                                                                       |
| <b>Contract Type</b> | Permanent                                                                                                                                                                                                                                                                                                     |
| <b>Hours of work</b> | 37.5 per week                                                                                                                                                                                                                                                                                                 |
| <b>Location</b>      | Hybrid working, with a mix of office and home working, based at our Sutton site, with occasional working from the Chelsea site.                                                                                                                                                                               |
| <b>Benefits</b>      | <p>27 days annual leave allowances, contributory pension scheme, life insurance, enhanced maternity and adoption pay, employee assistance programme, subsidised canteens, flexible working and more.</p> <p>Refer to our summary of benefits information attached, and on our website for further details</p> |

## Diversity and inclusion

The Royal Marsden Cancer Charity believes in treating people fairly with respect and dignity, and in valuing diversity. We believe that a diverse workforce allows us to deliver on our mission to ensure our nurses, doctors, researchers and supporting staff can provide the very best care and develop life-saving treatments for cancer patients.

We believe everyone has the right to live their life without fear and prejudice and contribute to society in a way which is authentic to them.

It is this core belief that underscores our commitment to providing equal opportunities for all staff and volunteers at the Charity. Our aim is to foster a supportive culture which values the contribution of each member of the team regardless of their age, sex, gender reassignment, sexual orientation, marriage or civil partnership, pregnancy and maternity, disability, nationality, race, religion or belief.

Ultimately, our aim is to create a workforce which is representative of the people we exist to support, whilst contributing to the creation of a more equitable, diverse and inclusive charitable sector.

## Summary of benefits

### Work environment

- Bright modern office in Chelsea, a short walk from South Kensington station
- Our Sutton office is based in the heart of the hospital, alongside staff and patients. A shuttle service to and from Sutton station is provided in the morning and at the end of the day.
- On-site subsidised canteens

### Pay and pension

- Competitive salaries benchmarked against the market with annual increases
- Auto- enrolment in our Aviva pension scheme from day one
- Up to 6% employer contributions subject to matched contribution from you (increasing with length of service)

### Work-life balance

- Enhanced occupational maternity and adoption leave and pay
- Flexible working options to support those with caring responsibilities

### Holidays and time off

- 27 days annual leave per annum plus UK bank holidays (pro rata for part time staff)
- Entitlement rising to 29 days (pro rata for part time staff) after five years' service
- Opportunity to carry over 5 days (pro rata for part time staff) into following annual leave year

### Health and wellbeing

- Self -referral to a confidential counselling service for work related or personal reasons.
- Access to an employee assistance programme designed to save you money and improve your physical, financial, and mental health and wellbeing.
- Free sight test every two years and contribution towards any glasses required for work purposes.
- Generous paid sick leave based on service.
- For members of our pension scheme, we offer life insurance of twice your annual salary subject to the rules of the scheme.

### Flexible working

- Hybrid working for most roles which allows you to work from the office 40% of your time and from home for 60% of your time each month.
- Flexible working hours for most roles which allows flexibility outside of our core hours of 10am to 4pm.
- Provision of equipment needed to work comfortably from home.