

JOB DESCRIPTION

Job Title:	Challenge Events Fundraiser
Department:	Fundraising
Reports To:	Regional Fundraising Manager (South)
Location:	Flexible: remote, hybrid or office based (HQ Basingstoke, Hampshire)

Role Purpose

Support the Regional Fundraising Team to build a successful programme of challenge events that will raise funds and positively promote the Charity.

The role will focus on a portfolio of mass participation and challenge events, as well as supporting national campaigns and community events delivered by programme scheduling, resource management, event marketing, participant recruitment and stewardship, financial reporting, database management and event evaluation.

Outcomes

Event Delivery

- An events calendar is produced and maintained. Return on investment (ROI) is maximised and effective engagement objectives are met.
- Events are researched and recommendations made to the Fundraising Manager. A rolling programme of events is achieved at least 12 months in advance.
- Cost effective agreements are put in place with suppliers and external organisers to ensure best ROI.
- To work with the customer care team to manage supporter materials, stock levels and ad-hoc requests.
- Charity presence at appropriate events is maintained through Challenge Events Fundraising and/or Regional Fundraiser.

Marketing and Promotion

- Integrated marketing and communications plans are produced to support event activity.
- Events are accurately listed, marketed and celebrated on the website and charity platforms.
- Participant numbers and income is increased through targeted promotion to new and previous participants and supporters.

Stewardship

- Effective event administration supports participants through their journey creating a positive experience and memorable impression of the Charity.
- Effective management of third party event registration consoles.
- Working closely with the UK Regional Fundraiser Team to achieve national targets.

Financial, Reporting and Administration

- The Customer Relationship Management (CRM) system is effectively and efficiently utilised to track events, supporters and income in order to achieve agreed objectives and enabling insight and analysis.
- To ensure all activity is compliant with data protection, policies and procedures.
- Monitor and report on event performance. Marketing effectiveness and analysis of supporter engagement.
- Processes are reviewed to ensure continued success.
- Event income is tracked across all campaigns and income sources. Outstanding monies are appropriately followed up and recovered in accordance with the Charity's procedures.
- Events targets are achieved through collaborative working with participants, providers, and other Income Generation Teams.

Other

- Willingness and ability to travel across the UK and work outside of usually hours to support delivery of events.
- To carry out any other duties as may be reasonably requested by the Regional Fundraising Manager that are within the scope and remit of the role.

Financial Structure

Income and expenditure budgets for events

Reporting income through CRM system (Income audit where necessary)

Person Specification

Skills, Knowledge and Experience

Skills

- Demonstrable experience of researching, planning and supporting a programme of events (national and regional)
- Research and evaluation skills.
- Highly computer literate – MS packages, Eventbrite, running applications and CRM system
- Ability to prioritise workload and meet deadlines and KPI's
- Previous working experience of customer relationship management systems.

Knowledge

- Knowledge of the fundraising events sector.
- Knowledge of fundraising law, procedures, and techniques.

Experience

- Experience of event planning, delivery and participant recruitment
- Experience of supporter stewardship and relationship building
- Experience of working with a CRM database (preferably Salesforce)
- Experience of interpreting financial information and reports.
- Experience of working with volunteers

Personal attributes

- Ability to confidently work as part of a team or individually
- Excellent organisation and time management skills
- Excellent verbal and written communication
- Flexible, positive, determined, and resilient
- Ability to travel and occasionally stay overnight

Qualifications / Professional Memberships

Desirable:

At least 1yrs experience in a similar role.

Job Description Authorised by:

Name: Ellie Rocks

Job Title: Director of Fundraising

Date: March 2025