

Role Profile: Challenge Events Manager



About you

You will be a dynamic, motivated and passionate fundraiser, who wants to raise transformational funds and help make the UK the best place to live for people with a learning disability.

What you will do

- Lead on the management, delivery, and on the day logistics of key challenge and third party events
- Undertake line management of the Events Fundraising Assistant
- Work closely with the Senior Events Manager to develop a challenge events strategy and deliver a robust national events programme
- Deliver outstanding stewardship and build long lasting relationships with our supporters, working to build on retention and the post-event journey
- Work with the Senior Events Manager to set event budgets and KPIs, and report against these to ensure recruitment and financial targets are met

What you will bring

- E - An understanding of learning disability and drive to make the world a better place
- E - Passion, proactivity, positivity, pace, enthusiasm and energy
- D - The ability to persuasively engage and inspire internal and external stakeholders

Your experience

- E - Supporting and motivating events fundraisers
- D - Management of 3rd party events
- E - Proficient digital, data, marketing, and stewardship skills
- E - Achieving or exceeding financial and non-financial KPIs

- E – Essential
- D - Desirable



About the Role

Salary: £35,308

Hours:
37.5 Monday-Friday.

You will need to be flexible to travel and attend meetings occasionally outside of working hours.

Key Responsibilities

- Lead on the management, delivery and on the day logistics for key challenge and third-party events.
- Undertake line management of the Events Fundraising Assistant.
- To work closely with the Senior Events Manager to develop and deliver a challenge and third-party event strategy, providing insight and supporter analysis.
- Deliver a robust national events programme, increasing event offerings based on audience and supporter insight, and current sector trends.
- Keep detailed up to date records of participant activity and income on the CRM database.
- Provide information, advice and support to all event participants ensuring they have an excellent experience from registration to post event.
- Support with the creation, design and implementation of supporter materials and communications.
- Work with the Digital Specialist to create and execute marketing plans for challenge and third-party events.
- Analyse results from marketing campaigns and utilise findings to make improvements.
- Create post event debrief reports to share with the Senior Events Manager and wider fundraising team.
- To liaise with venues and suppliers with regards to event requirements to ensure we deliver excellent experiences at all events.
- To develop and deliver processes with the Senior Events Manager to allow the team to maintain high performance as the number of supporters grows.
- To ensure the cause is at the heart of our supporter journey.
- Ensure all information held on participants is accurate, up to date and adheres to data protection regulations.
- Develop a strong understanding of learning disability and Mencap services to demonstrate the impact supporters can make to our work and the lives of people with a learning disability.
- Work collaboratively with colleagues at all levels across other directorates to ensure the Supporter Experience is understood and reflected in delivery and project implementation.
- Act as an ambassador for and to represent Mencap in various internal and external activities to ensure high profile recognition is given to Supporter Experience opportunities.
- To undertake any other reasonable duties as required.



More information about the role

Job Title: Challenge Events Manager

Report to: Senior Events Manager

Line reports: Events Fundraising Assistant

Department: Community & Events

Location: Mencap Centre of Engagement (London) with Flexible Working

On occasion the post holder will be required to travel across the UK and overnight stays may be required. Flexible approach to working hours/days - occasionally required to work weekends and attend evening events and meetings.

Join the team and be part of an organisation passionate about making the UK the best place for people with a learning disability to live happy and healthy lives.

What will Mencap give you

24 days annual leave + all UK Bank Holidays

Amazing benefits + pension

Fully support in the role and training

Flexible working options

How to apply

Please apply with an up to date CV that demonstrates your skills and experiences relevant for this position.

If you require any further information please contact our Recruitment Team on 01733 246699

Who you can expect to work with

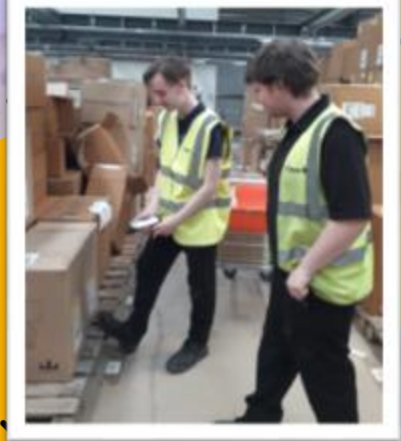
Fundraising &
Retail teams

Internal and
external
communication
teams

Volunteering
and network
partner team

Colleagues
with a learning
disability

Other teams
across Mencap



Mencap's values and how they apply to this role

We are
Passionate
about making
the world a
better place

You will have a genuine passion for building great relationships with our supporters and colleagues.

We are
Inclusive
of everyone

You will work collaboratively and be a positive role model for others.

We are
Brave
we challenge
and try new
things

You will encourage your teams and colleagues alike to innovate and push boundaries.

We are
Positive
in our work
and with each
other

You will celebrate successes and share stories about how our supporters are making a difference.

We are
Kind
to everyone

You will be kind, supportive and encouraging to everyone you interact with.