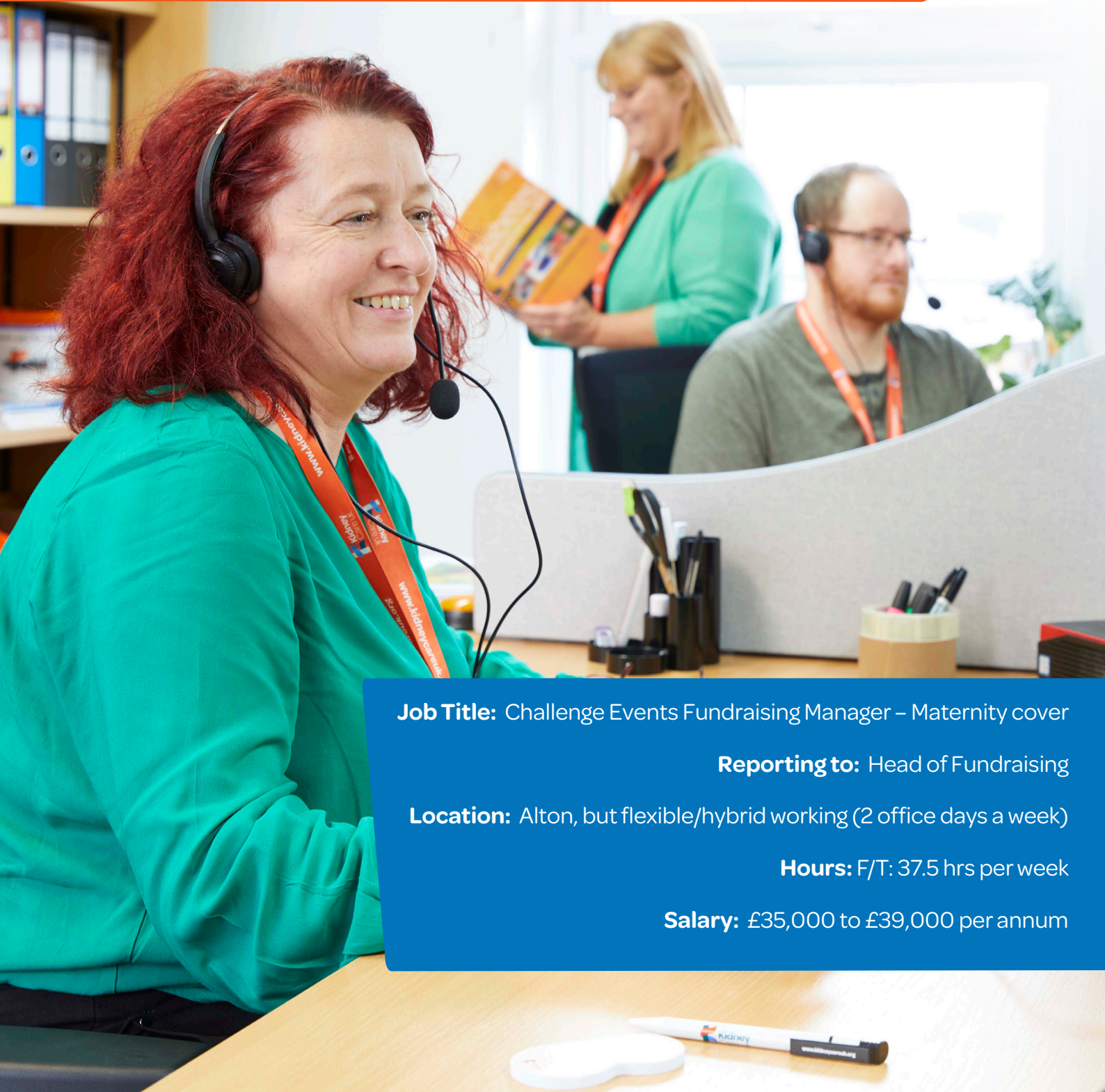


Challenge Events Fundraising Manager – Maternity cover



Job Title: Challenge Events Fundraising Manager – Maternity cover

Reporting to: Head of Fundraising

Location: Alton, but flexible/hybrid working (2 office days a week)

Hours: F/T: 37.5 hrs per week

Salary: £35,000 to £39,000 per annum

**Ensuring no one faces
kidney disease alone**



About Kidney Care UK

Around 3.5 million people in the UK live with chronic kidney disease (CKD). Over 68,000 are treated for end-stage kidney failure, relying on dialysis or a transplant to keep them alive.

Treatments are gruelling and relentless and impact the patients' ability to work, maintain social interaction and live the life they choose.

For over 45 years, Kidney Care UK has been at the forefront of supporting people with kidney disease. From our early days when we campaigned to introduce donor cards in the UK, we have worked hard to support and represent the interests of everyone affected by kidney disease. Promoting better outcomes for people living with kidney disease, we actively seek applications from people who live with CKD or who have experience as a family member or as a healthcare professional.

Over 68,000

people in the UK are being treated for kidney failure



In the UK, around

3.5 million people

have chronic kidney disease (CKD)



around

30,000

are on dialysis in the UK right now



Safeguarding

Kidney Care UK is committed to safeguarding and promoting the welfare of children, young people and Adults at Risk and expect all staff and volunteers to actively support this commitment. A DBS check may be required for this role.

Role Summary and Purpose

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We are looking for a driven and dynamic fundraiser to manage our Challenge Event fundraising strategy in a maternity cover position for a minimum of 12 months.

This is an exciting and varied role responsible for the delivery of our challenge event strategy. The current programme, which includes events such as the London Marathon and Great North Run, as well as thirdparty and bespoke challenges, has seen huge success over the last 2 years, raising over £450k in 2023 with 2024 aiming to match this.

Plans are already set for the year, however your input and experience to further income potential will be fully supported.

You will directly report into the Head of Fundraising and will have line management responsibility for a Community and Events Officer. We don't believe in hierarchies based on job titles. You will have the opportunity to work with and influence everyone in the team, regardless of their seniority.

A new database is to be implemented during 2024 and you will play a key role within the fundraising team to make sure the biggest and most positive impact is felt for our events fundraisers.

As a key part of a small fundraising team, you will also lend your experience and skills to supporting the wider fundraising plans, from sharing best practice to supporting the design and delivery of products or activity.

About you

We are looking for someone with a passion for challenge fundraising to ensure our current programme of events continues its success through 2024.

With proven leadership skills, you will be enthusiastic, driven, supportive and creative. Ideally having led a challenge event portfolio before within a charity setting, you will be able to hit the ground running but put your own spin on things. Able to juggle a range of events and challenge campaigns through the year, you will also be willing to support across events extending into community and special events too.

Most importantly, you will be a great manager of people who leads by example and can demonstrate the ability to encourage high-performance.

Key Responsibilities

Strategy, planning, and budgeting

- Deliver the existing challenge event programme in line with agreed plans and budgets.
- Lead on reforecasting (mid year) of the challenge events programme based on performance and data.
- Strategic plans for the 2025 challenge events programme with support from the Head of Fundraising.
- Produce the budget for the 2025 challenge events programme to achieve agreed ROI.

Fundraising and marketing

- Manage the charity's challenge events programme to meet strategic and financial targets.
- Lead on the design and implementation of all marketing and recruitment plans for all events, with support from the Community and Events Officer.
- Actively develop and deliver a sector-leading supporter experience to maximise income, encourage repeat participation and develop life-long supporters.
- Maintain the recording and reporting processes to ensure every event meets the supporter number and income targets against agreed budgets.
- Oversee challenge event administration with the support of the Community and Event Officer and Fundraising Assistant. Including database management, event console administration, sending of fundraising materials and supporter stewardship.
- Keep website, social media pages and groups up-to-date and engaging with supporters wherever possible.
- Maintaining strong relationships with third-party suppliers ensuring that all event agreements, purchasing of event packages and invoices are processed on time.
- Manage event day delivery for all challenge events including event plans, risk assessments and the recruitment of volunteers for events that are attended by the fundraising team.
- Keep abreast of challenge event fundraising opportunities and trends.

Line management

- Line manage the Community and Events Officer, with support from the Community Fundraising Manager. Including annual performance reviews, supporting development and regular 1-2-1s.



Person specification

Experience	Essential	Desirable
Experience of leading a charity challenge events program generating circa £400k+ income per annum	✓	
Line management experience including regular 12-1s and appraisals	✓	
Proven track record of delivering successful events on time and on budget	✓	
Experience of working with third-party event suppliers as well as high net worth individuals	✓	
Use of CRM database to update supporters, income and communications accurately.	✓	
Led on the planning and delivering of marketing campaigns	✓	
Experience of the London Marathon, Great North Run and other major event suppliers		✓
Experience using a database to track and report on		✓
Understanding and previous experience of updating website CSM		✓
Use of Mailchimp software		✓
Knowledge and skills		
Exceptional interpersonal skills with the ability to influence and persuade a wide range of stakeholders	✓	
Project management	✓	
Creative thinker with a can-do attitude	✓	
Setting of objective for direct reports and monitor performance against these	✓	
Ability to set and monitor income and expenditure budgets	✓	
Ability to prioritise workload effectively with a number of conflicting priorities	✓	
Excellent written and verbal communication with the ability to communicate effectively	✓	
Knowledge of fundraising regulations and data protection best practice		✓
Harlequin database and/or migration to a new database		✓
An understanding and knowledge of long-term/chronic health conditions		✓
Other		
Flexibility and willingness to travel and attend events outside of office hours and sometime overnight	✓	
High levels of self-motivation but also works well as part of a small team	✓	

How to apply

Please send your CV and a covering letter demonstrating how you would be perfect for this role to sarah.castleman@kidneycareuk.org

Applications invited from Thursday 11 January to Saturday 10 February 2024.

Employment benefits



Pension

- Employer contributes 8% with minimum employee contribution of 2%



Flexible working



Retail discounts



Generous annual leave

- 25 days annual leave, plus Bank Holidays and 3 days between Christmas and New Year



Cycle2Work Scheme

- Offered through Halfords scheme, cost-effective way to purchase a bike and accessories



Employee Assistance Programme

- Financial and debt advice service
- Access to range of online resources, podcasts, and advice
- 24/7 access to free, qualified counsellors (and up to 8 face-to-face sessions per year)



Health Cash Plan

- Claiming back towards the cost of routine medical and health treatments
- Discounted health club/gym membership for participating gyms
- Access to Virtual GP and prescription service, digital physiotherapy, as well as a health and stress helpline



Family leave

- Enhanced Maternity, Paternity and Adoption Pay

