

Job title:	Challenge Events Officer
Location:	Head Office, 32 Ufford Street, London, SE1 8QD (min 2 days per week)
Department:	Development
Team:	Events and Community Fundraising team
Reporting to:	Senior Manager - Challenge Events
Background:	The Events and Community Fundraising team is part of a successful Development team that includes a Donor Relations team, Trusts team, Individual Giving team and Supporter Services Team.
Salary:	£26,000 - £29,000 per year

Main purpose:

To provide effective support for the Events team to achieve agreed fundraising targets and objectives through the delivery of a series of high quality events.

- Providing key and intensive support to the Senior Manager - Challenge Events, concerning the planning and implementation of all aspects of our challenge and running events portfolio
- Developing relationships with participants, individuals and organisations to maximise fundraising targets and ensure long term charity involvement

Key areas of responsibility:

- To deliver and project manage the successful Great North Run event, recruiting and cultivating a team of 120 runners, including own place runners. There'll be a key focus on providing a strong and engaging stewardship journey for fundraisers to ensure income budgets are met, as well as organising logistics of the event weekend, the event day and volunteer management.
- Project manage and deliver the increasingly popular London Landmarks Half Marathon event for a team of up to 20 in 2025, growing to up to 80 in 2026 and beyond (including own place runners). You'll manage the recruitment of participants, on the day logistics and volunteer management, with a key focus on a strong and engaging stewardship journey for those taking part to hit income budget target.
- Ensure thorough evaluations are completed for events you're responsible for within two weeks of the event taking place (finer details being updated 8 weeks post-event following the fundraising deadline)

- To work with the Senior Manager - Challenge Events to expand the Regional Running Portfolio through listings on Run for Charity and JustRunning. You'll be responsible for the day to day management of the product, including strategic marketing to increase sign-ups, maintaining event webpages, processing registrations, and managing consoles. Additionally, you'll work with the Community Fundraising team to ensure registered runners receive the support they need to meet fundraising goals.
- Oversee our associate partnership with the Ultra Challenge series, tapping into the growing interest in walking and trekking events. You'll be responsible for the day-to-day management of this product, including processing sign ups in collaboration with the Community Fundraising team, with a strong focus on creating an engaging stewardship journey to help participants reach their fundraising targets.
- Support the Senior Manager - Challenge Events and collaborate with your fellow Challenge Events Officer to develop a Cycling & Triathlon Portfolio, offering a range of events that our audience can get involved in. Once the portfolio is live, you'll work together to manage sign ups, maintain an engaging stewardship journey, and connect participants with their Community Fundraising Manager to ensure they receive the support needed to reach their fundraising goals.
- To lend support to other events in the Challenge Events portfolio where required such as other National Challenges in London Marathon and Pedal Paddle Peak and accessible challenge events etc.
- To develop and maintain fundraising relationships with recruited challenge events participants and ensure they receive the best in donor care; offering advice, support and encouragement and monitoring their financial performance.
- Work closely with Community Fundraising Manager's to flag any participants that may have Family Fund potential - capturing their support whilst they have a focus on fundraising for MDUK.
- Support on the day at events within the Challenge Events, and Special Events portfolio, including (but not limited to) the Town & Gown 10K series, the Microscope Ball, Celebrity Sports Quiz and Q Trust Events.
- To update and monitor webpages relevant to Challenge Events within the Events and Community Fundraising team.
- To ensure that up-to-date computerised and manual records for event participants are kept.

- To handle any other reasonable duties as defined by the Senior Manager - Challenge Events and Head of Events and Community Fundraising

Initiative:

- Initiative in maintaining good relationships with other staff within the charity to assist in joint working, strengthen communication, solve problems and to ensure that the charity’s objectives are met.
- Initiative in maintaining a high level of sensitivity and tact when liaising directly with people affected by muscular dystrophy

Values and Behaviours

- Commitment to excellent customer service.
- Professional approach to all matters.
- Positive attitude and manners that reflect the charity’s values.
- Contribute to the development of the charity and the fundraising team.
- Commitment to equal opportunities.

Person Specification

Challenge Events Officer

Experience	
Experience in events organising either in the voluntary or corporate / commercial / sports sector	Essential
Experience of using a charity database (preferably Microsoft Dynamics)	Desirable
Experience of producing promotional materials/writing applications	Desirable
Experience of mass participation sporting events	Desirable
Recruiting and working with volunteers on events	Desirable
Skills	
Developed writing skills for correspondence with an external audience	Desirable
Attention to detail; high degree of accuracy	Essential
Ability to prepare monthly work plans/reports which meet measurable targets	Desirable
Competence in using Microsoft Word and Excel	Desirable
Competence in using website content management systems	Desirable
Numeracy	Desirable
A clean drivers licence and confidence in driving hire vehicles	Desirable
A good understanding and use of social media applications	Desirable

Personal qualities	
Enthusiastic, highly motivated and a positive attitude	Essential
Creative – good lateral thinker	Essential
Tact, diplomacy and an ability to maintain confidentiality	Essential
Strong interpersonal skills	Essential
Ability to work cross-functionally	Essential
Positive and flexible attitude to work	Essential
Highly organised and efficient	Essential
An interest in running and running events	Desirable
Organisational skills - The ability to manage own time and tasks effectively. Taking an approach that is results orientated and systematic making you personally effective in managing own workload complying with set (ie. in-house policies, legislations, etc). Ability to prioritise multiple tasks and work flexibly to meet deadlines	Essential
Leadership - The ability to set instructions whilst empowering others to accomplish tasks. Demonstrates flexibility by adopting a management style to the given situation.	Essential
Ownership and accountability - The ability to accept responsibility for own area of work, identifying critical elements and working in a pro-active/solution focused way to achieve.	Essential
Team work - The ability to accept responsibility for own area of work, identifying critical elements and working in a pro-active/solution focused way to achieve.	Essential
Communication - The ability to represent Muscular Dystrophy UK effectively and professionally. Produces clear and effective communications appropriate to the audience, utilising the most appropriate channel and in keeping with brand guidelines. Deal effectively in person and by telephone with a wide range of people in a friendly but professional manner	Essential
Self-development - The ability to constantly challenge and improve self and others demonstrating ambition for self and charity to achieve goals.	Essential
4. Details	
Hours: 35 per week.	
2 days per week in the London office and 3 days from home	
Flexible approach to working hours and willingness to work outside normal office	
Time off in lieu will be provided.	