

JOB DESCRIPTION

JOB TITLE	Challenge Events Officer (12-month Fixed Term Contract)
DEPARTMENT	Engagement
REPORTS TO	Events Manager
RESPONSIBLE FOR	No Direct Reports
SALARY	£26,227.50 (Real Living Wage)
HOURS OF WORK	37.5 hours per week (with some evening and weekend work required)
LOCATION	Stokenchurch

JOB PURPOSE

- Lead the recruitment, delivery and stewardship of Thames Valley Air Ambulance's London Marathon 2027 participants and other challenge events.
- Manage and deliver exceptional supporter journeys for challenge event participants, maximising fundraising income, engagement and retention.
- Work closely with the Events Manager to build strong relationships with London Marathon participants, ensuring every participant feels motivated, supported and valued throughout their fundraising journey.
- Help achieve recruitment, fundraising and stewardship targets for the London Marathon 2027 and other events across the Challenge Events portfolio.

MAIN RESPONSIBILITIES

- Support the planning, coordination and delivery of the charity's challenge events programme, with a primary focus on the London Marathon.
- Manage event participant journeys from registration through to event day and post-event stewardship.
- Act as the main point of contact for challenge event participants, providing outstanding supporter care via phone, email, post and in person.
- Maintain regular communication with participants to encourage fundraising activity and maximise income generation.
- Support the recruitment of participants into challenge events through digital campaigns, partnerships and enquiries.

- Coordinate event administration including registrations, fundraising packs, participant tracking, and event logistics.
- Develop innovative stewardship approaches to create memorable experiences for London Marathon runners.
- Recognise, thank and celebrate participants throughout their fundraising journey.
- Support event-day delivery, including some early mornings, evenings and weekends.
- Identify opportunities to retain London Marathon participants as long-term supporters.
- Support delivery of agreed London Marathon income targets and other challenge event income targets by monitoring participant fundraising performance and proactively identify opportunities to increase fundraising income.
- Work collaboratively with marketing and communications team to complete our London Marathon team and meet other event recruitment targets.
- To keep accurate supporter records using the fundraising CRM system (Dynamics 365)
- In liaison with the volunteering team, recruit and manage volunteers at cheer points at the London Marathon and other events as and when required.
- Identify potential media stories and distribute group stories and articles through appropriate channels effectively and regularly

HEALTH & SAFETY

- Take responsibility for their own health, safety and welfare, comply with TVAA H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues, or the public.
- Manage the health and safety of their staff and volunteers, including conducting risk assessments as appropriate, and ensuring they have access to, and participate in, appropriate instruction, training, and supervision.

OTHER DUTIES AND RESPONSIBILITIES

- Represent TVAA at a variety of events and be an ambassador for TVAA at all times.
- Undertake other duties as may be requested by the Events Manager, Director of Engagement or the CEO
- Comply with Fundraising Regulator guidance, data protection legislation and organisational policies.

Person Specification

Essential	
Experience	Proven experience of managing relationships with people
	Proven success as part of a team working towards and achieving income goals
	Experience of producing work of a consistently high standard
	Experience of coordinating multiple projects and deadlines simultaneously.
Skills & Knowledge	An understanding of charity fundraising.
	Excellent customer service skills.
	Excellent telephone manner
	IT literate with all standard Microsoft office applications.
	Financial awareness
	Ability to communicate effectively, both orally and in writing, with good attention to detail
	Strong organisational and administrative skills with excellent attention to detail.
General	Capacity to work flexibly, including some evenings and weekends, and be comfortable in a changing working environment
	Positive, enthusiastic, and results-driven individual with a can-do attitude
	A genuine enthusiasm for charity fundraising
	Ability to work autonomously and as an effective member of a team
	Ability to maintain confidentiality
Desirable	
	Understanding of digital fundraising platforms such as JustGiving.
	Understanding of medical / emergency services environment.
	A track record of achieving or exceeding income targets.
	Highly empathetic and diplomatic when dealing with people in vulnerable and difficult situations.

	Ability to motivate and inspire supporters to achieve fundraising goals.
	UK driving license and access to own car
	Experience of working in events fundraising or supporter engagement
	Experience in managing a team of over 50 runners