

Job title:	Challenge Events Officer
Contract type:	Full time – Fixed Term Contract (9 months)
Location:	Head Office, 32 Ufford Street, London, SE1 8QD (min 2 days per week)
Department:	Fundraising
Team:	Challenge Events and Community Fundraising team
Reporting to:	Challenge Events Manager
Salary:	£27,000 – £30,000 per annum

Main purpose of role:

To provide key and effective support to the Challenge Events and Community Fundraising team to achieve agreed fundraising targets and objectives through the delivery of a series of high quality events and stewardship of supporters.

- Support on the growth and delivery of MDUK's challenge events portfolio (including third party running events and MDUK owned events) driving recruitment, income and participant engagement
- Develop and deliver inspiring, high quality stewardship journeys that maximise fundraising performance, build long term supporter relationships and ensure an outstanding participant experience from sign up to event day to ensure long term charity involvement and supporter retention

Key areas of responsibility:

- With support from the Challenge Events Manager, project manage MDUK's flagship Pedal Paddle Peak Lake District challenge event. This will include recruiting participants, coordinating event logistics with external partners, and delivering excellent supporter stewardship to maximise participation and fundraising income.
- Lead on the planning, management and delivery of the London Landmarks Half Marathon (LLHM) programme, overseeing participant recruitment, volunteer coordination, event logistics and stewardship activity to ensure participants are fully supported and income targets are achieved.

- Project manage MDUK's participation in Run South London, managing recruitment, onboarding and stewardship activities to deliver an outstanding supporter experience and maximise fundraising outcomes.
- Manage applications and recruitment for the Paris Marathon and other international challenge events within the portfolio. Assess applications to identify participants with strong fundraising potential and provide tailored stewardship to help them achieve and exceed their fundraising targets.
- Provide ad hoc support to colleagues delivering MDUK's 2027 London Marathon team, contributing to the successful delivery of our largest ever team at this event. This support may include assisting with participant stewardship, supporter communications and fundraising activity to help ensure an outstanding participant experience and maximise fundraising income.
- Work collaboratively with colleagues to expand accessible opportunities across the challenge events portfolio and increase participation in accessible third-party events, ensuring all members of our community have the option to take part and experience challenge events.
- Actively contribute to the Challenge Events and Community Fundraising team's Supporter Journey Working Group, helping to develop and implement improved stewardship journeys, increase supporter engagement and retention, and maximise the use of automation where appropriate.
- Act as an active member of the team on the fundraising hotline, often the first point of contact for our community in relation to fundraising, responding to enquiries and providing helpful guidance or signposting to the appropriate colleagues where needed.
- 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) – and yearly evaluations for the running portfolio.
- To lend support to other areas in the events portfolio where required such as London Marathon, Great North Run, Community Fundraising initiatives and the Pedal Paddle Peak series.
- To develop and maintain fundraising relationships with recruited 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 Managers 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 across the fundraising department, including (but not limited to) the National running events within the portfolio, the Microscope Ball and Celebrity Sports Quiz.
- To update and monitor webpages relevant to the Challenge Events and Community Fundraising team.
- To ensure that supporters record via our CRM are kept up to date with key supporter information.
- To handle any other reasonable duties as defined by the Challenge Events Manager and Head of Events and Regional Development.

Other responsibilities:

- Ensure all personal data is handled securely, ethically, and in line with the Data Protection Act.
- To represent the charity externally if required and to undertake other such tasks as required by the line manager.

Initiative:

- Initiative in maintaining good relationships with fellow colleagues 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:

- A positive attitude and approach that reflect the [charity's values](#).
- To seek opportunities to contribute to the development of the charity.
- A commitment to and an understanding of disability issues, equality, diversity and inclusion.
- To always demonstrate role model behaviour.

Person Specification

Challenge Events Officer

Experience	
Experience in events organising either in the voluntary or corporate / commercial / sports sector	Essential
Experience supporting individuals to achieve fundraising targets.	Essential
Experience of using a charity database (preferably Microsoft Dynamics)	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
Experience of using project management platforms such as Monday.com	Desirable
Numeracy	Desirable
A clean drivers licence and confidence in driving hire vehicles	Desirable
A good understanding and use of social media platforms	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
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.	