



POST TITLE:	Challenge Events Programme Manager
RESPONSIBLE TO:	Director of Fundraising
HOURS:	35 hours per week
LOCATION:	Hybrid. Mostly home based with approx. 1-2 days per week at Cheltenham office. Occasional travel around the UK, and occasional international travel for events.
SALARY:	£36,487 per annum*

This is an exciting opportunity to join WellChild and lead an established, ambitious Challenge Events programme. From major international marathons to high-profile UK mass participation events, you will play a key role in delivering a successful fundraising programme that generates vital income for seriously ill children and their families.

Purpose of the Role:

Working alongside the Director of Fundraising and managing a team of 2 x Challenge Event coordinators, the Challenge Events Programme Manager will be responsible for driving the growth, development and success of the programme, ensuring participants receive an exceptional experience while maximising fundraising income and supporter engagement.

What we are looking for:

We are seeking an enthusiastic, organised and confident fundraising or events professional who is passionate about developing opportunities, building strong relationships and inspiring supporters to raise funds for WellChild.

The successful candidate will bring:

- Strong project management and organisational skills.
- Experience in fundraising, challenge events, event management, sales or a related field.
- Creativity in event promotion and supporter engagement.
- Confidence in managing budgets and monitoring performance.
- Excellent relationship-building and communication skills.
- The ability to work collaboratively across teams and with external partners.
- A proactive, target-driven approach with a focus on achieving results.

What you will do:

You will lead the planning, delivery and growth of WellChild's Challenge Events programme, ensuring every participant enjoys a positive and rewarding fundraising journey.

Key responsibilities include:

- Managing WellChild places in major third-party challenge and mass participation events.
- Identifying and developing new event opportunities to grow participation and income.
- Supporting the delivery of WellChild-led challenge events.
- Providing outstanding stewardship and support to participants throughout their fundraising journey.
- Building and maintaining strong relationships with event organisers, supporters, volunteers and corporate partners.
- Working closely with fundraising, communications, operations and finance teams to maximise event promotion and engagement.
- Managing programme budgets and ensuring income targets are achieved.
- Monitoring performance, producing reports and identifying opportunities for continuous improvement.
- Leading and supporting the Challenge Events team to deliver a sustainable and successful programme.

About You

You are positive, proactive and relationship-focused, with the confidence and drive to turn ideas into successful outcomes.

You will have:

- Excellent communication and interpersonal skills.
- Strong attention to detail and the ability to manage multiple priorities.
- Experience working towards and achieving targets.
- Confidence using data, budgets and performance metrics to inform decision-making.
- A passion for delivering exceptional supporter experiences.
- A genuine commitment to helping WellChild raise vital funds for seriously ill children and their families.

If you are motivated by creating inspiring events, building meaningful relationships and delivering real impact, we'd love to hear from you! We will be reviewing applications as they come in for this role and may close it early should we receive sufficient applications.

What we can offer:

- Competitive starting salary of £36,487 per annum*
- 23 days' holiday on appointment, rising to 27 days, plus 8 bank holidays
- Stakeholder Pension Scheme from appointment, with 5% employer contribution
- Employee Assistance Programme
- TOIL for out-of-hours work

Other:

We operate a hybrid home/office working policy.

The role will involve travel and occasional work outside normal working hours, including attendance at the London Marathon Running Show and London Marathon event weekend. (19th-26th April 2027)

Equal Opportunities:

At WellChild, we celebrate diversity and recognise the value it brings to our organisation. We believe that diverse perspectives lead to innovation, creativity and better decision-making. As such, we match charity needs with the skills and experience of candidates and actively seek applicants from various backgrounds irrespective of age, disability (including hidden disabilities), gender, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation. We are committed to fostering an inclusive workplace and take pride in ensuring that everyone feels welcome, respected and empowered.

Safer Recruitment:

WellChild is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

The suitability of all prospective employees and volunteers will be assessed during the recruitment process. The successful candidate will be required to complete regular safeguarding training and undertake a DBS check relevant to the requirements of the role. For this role, that will involve a basic disclosure.

Use of Curriculum Vitae (CVs):

Our policy is to recruit employees on the basis of their suitability for the work to be done. An application form allows us to compare individuals based on like-for-like information and, as such, we do not accept a CV unless accompanied by a fully completed application form.

Salary bandings:

* Our policy is that we show candidates the bottom of the salary band for the role they are applying for, all appointments will be made at the start of the salary range, successful candidates have the opportunity to move up the payscale over time and this will be communicated as part of the recruitment process. Progression up the salary range is reviewed on an annual basis and subject to individual performance and affordability.

How to Apply:

Application forms can be found at <https://www.wellchild.org.uk/jobs-and-volunteering/>
If you need any assistance completing the application form, please contact our HR team.

Completed application forms should be sent to jobs@wellchild.org.uk Applications can also be posted to HR Team, WellChild, Sunningend Business Centre, 22 Lansdown Industrial Estate, Cheltenham, Gloucestershire, GL51 8PL

Recruitment Timetable:

Application deadline: 3rd August at 10am

Interview date: W/C 10th August

Interview location: Cheltenham Office

Queries:

If you have a query regarding the recruitment process, require additional information, or would like to arrange an informal discussion about this role, please contact Abby Guilding, Director of Fundraising on abbyguilding@wellchild.org.uk or jobs@WellChild.org.uk.

Retention of Personal Information:

Please see our Privacy Statement which can be found at: <https://www.wellchild.org.uk/privacy-cookies/>

Please note that we can only accept applications from individuals with a current and eligible right to work in the UK for the duration of this contract. We are unable to sponsor working visa applications.