



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

Background:

WellChild, based in Cheltenham, is the national charity for seriously ill children and their families. Through practical and emotional support, training and information, WellChild helps children and young people with complex medical needs thrive at home and in their communities.

Purpose of the role:

This is a challenging and rewarding role, responsible for leading WellChild's Challenge Events Programme. The postholder will oversee the planning, delivery and evaluation of a range of challenge events, ensuring excellent supporter care before, during and after each event.

The role includes managing relationships with third-party event companies, organising WellChild-led events, and supporting the effective management of financial budgets. The current programme includes major international marathons in London, Berlin, Cape Town, Sydney, Chicago and Tokyo, alongside a wider range of mass participation events. **Further details are available at www.wellchild.org.uk/events.**

Occasional on-event work is required, including approximately four to six weekends per year away from the office.

The Challenge Events Programme sits within the Fundraising team and is a vital income stream for WellChild. It also provides valuable opportunities to build relationships with corporate partners and high-net-worth individuals, raise awareness of the charity, and promote WellChild's work. Reporting to the Director of Fundraising, the postholder will initiate, develop and manage a portfolio of high-profile mass participation active events to achieve agreed fundraising income targets.

Key Responsibilities:

Programme management:

- Research, identify, develop, plan, promote and deliver existing and new challenge events, projects and partnerships that extend WellChild's reach.
- Review the programme annually to support sustained growth and ensure it remains ambitious, relevant and financially effective.
- Maintain a coordinated approach across all challenge events, including participant communications before, during and after each event.
- Build and maintain relationships with participants, corporate partners and other supporters to encourage continued involvement, sponsorship and fundraising.
- Develop strong relationships with third-party event management companies to secure places and packages at established and emerging mass participation events.
- Manage and regularly re-forecast budgets for the overall Challenge Events Programme and for individual events.
- Ensure information needed to monitor and evaluate events, including income and expenditure, is accurately collated and recorded.

Challenge Event Delivery:

- Lead the effective purchase and management of WellChild's places in third-party challenge events, ensuring places are used to maximise fundraising income.
- Plan on-event attendance as required, including delegating responsibilities to staff and volunteers and supporting international events where appropriate.
- Ensure WellChild's challenge event webpages are accurate, up to date and actively promote each event to maximise take-up and raise awareness of WellChild.
- Ensure risk assessments, health and safety checks, insurance and public liability cover are in place before and during relevant events.

Supporter engagement and fundraising:

- Lead the delivery of a coordinated, high-quality supporter journey for all challenge event participants.
- Develop relationships with new and existing participants to encourage ongoing support, fundraising and promotion of WellChild.
- Ensure participant and supporter records are managed accurately and in line with current regulations.

Collaboration:

- Work with the Communications team to promote relevant events creatively and cost-effectively through WellChild's channels and appropriate third-party marketing.
- Coordinate with the Communications team to source materials and resources that support participants and their fundraising activity, including running tops and event materials.
- Work with Operations and Finance colleagues to support the smooth processing of donations and supporter data.
- Work with Communications and Operations colleagues to develop appropriate systems and tools, including AI-enabled solutions where budget allows, to manage the Challenge Events Programme effectively.
- Liaise with the Volunteer Coordinator on the recruitment and coordination of volunteers for challenge events.
- Liaise with the Database and Finance Officer and Communications teams on supporter data, mailings and event-related communications.

Team leadership and reporting:

- Line manage the Challenge Events Team, currently two Event Coordinators, with scope to grow in line with demand.
- Prioritise and coordinate workloads, monitor performance, and ensure training and development needs are identified and addressed.
- Provide regular reports to the Director of Fundraising on the progress and performance of challenge events.
- Maintain accurate and up-to-date records using Beacon CRM.
- Manage budgets, including monthly forecasting, and highlight any shortfalls to the Director of Fundraising.

Professional practice and representation:

- Maintain an excellent knowledge of WellChild's charitable activities and projects.
- Keep up to date with best practice in challenge event management and fundraising.
- Comply with relevant legislation and regulation, and work within WellChild's policies and procedures.
- Represent WellChild at fundraising and awareness-raising events, including partner events where required.

General duties:

- Attend and participate in internal and external meetings, training and development as required, including occasional travel and work outside normal hours.
- Occasionally attend, participate in or support challenge events, social events, family events and WellChild projects, which may involve travel and work outside normal hours.
- Take opportunities to promote the work of WellChild and help build its network of supporters.
- Undertake other duties as requested as WellChild's work develops and new needs emerge.

This job description is not an exhaustive list of duties but is intended to give a general indication of the range and extent of work to be undertaken; it will vary from time to time.

Person Specification

Experience	Knowledge and Skills	General Attributes
Proven experience in event management and/or fundraising, ideally including challenge events, mass participation events or similar supporter-led activity.	Strong organisational and project management skills, with the ability to plan, prioritise, coordinate activity and maintain excellent attention to detail.	Adaptable, proactive and solution-focused, with the ability to manage a varied workload, respond to changing priorities and meet deadlines.
Track record of successful fundraising, sales or income generation, including working to agreed budgets, targets and deadlines.	Confident and articulate communicator, with strong written, verbal, influencing and negotiation skills.	Approachable, empathetic and relationship-focused, with a clear commitment to WellChild's aims, values and supporter care.
Experience building and maintaining productive relationships with supporters, corporate partners, suppliers, event organisers or other external stakeholders.	Creative approach to developing engaging event ideas, supporter communications and promotional activity, working collaboratively with colleagues.	Flexible and willing to work outside normal hours, including weekends, time away from the office and occasional UK or international travel.
Experience managing budgets, monitoring income and expenditure, reporting performance, and supervising staff, volunteers or project teams.	Excellent IT and data skills, including Microsoft Office.	Collaborative approach, with the ability to work effectively across fundraising, communications, operations and finance teams.
Volunteer coordination experience (desirable)	Understanding of health and safety, risk assessments, fundraising regulation, data protection and relevant compliance requirements.	Valid UK driving licence and first aid qualification (desirable). Comfortable with driving the WellChild van when required.
Experience using CRM/supporter data (Beacon), JustGiving and Asana and confidence maintaining records (desirable).	Able to monitor, evaluate and improve event performance using accurate records, participant feedback, income data and reporting.	Committed to keeping knowledge of challenge event management, fundraising practice, sector trends and WellChild's work up to date.