

ROLE & TEAM MEMBER PROFILE

ROLE SUMMARY	
Role Title	Challenge Events and Community Fundraising Manager
Reports To	Head of Fundraising and Marketing
Division	Charity
Team	Fundraising
Location	Remote with regular travel to Cannock (2 per month) and supporting events across the country
ROLE PURPOSE	
<p>Demonstrating commitment and enthusiasm for Newlife's mission, success in this role will require strong stewardships skills, creativity, excellent event strategy and delivery capability and a passion for supporter engagement.</p> <p>As the Challenge Events and Community Fundraising Manager, you will be responsible for developing and delivering a sustainable programme of challenge events and supporter-led fundraising activities that generate significant income and awareness for Newlife.</p> <p>You will lead the development and growth of Newlife's challenge events portfolio, including third-party challenge events, virtual challenges, mass participation events and bespoke fundraising activities.</p> <p>You will support corporate partners, individuals community groups, schools, clubs, individuals and local businesses to fundraise for Newlife.</p> <p>Working closely with colleagues across Fundraising, Marketing, Retail, and Services, you will create inspiring supporter experiences that maximise income, encourage long-term supporter loyalty and strengthen Newlife's presence at a National level.</p> <p>This role is responsible to the Head of Fundraising and Marketing.</p>	
ROLE KEY ACCOUNTABILITIES	
<p>Strategic Development and Planning</p> <ul style="list-style-type: none"> • Work closely with the Head of Fundraising and Marketing to develop and implement the Challenge Events and Community Fundraising strategy. • Identify and develop opportunities for sustainable income growth through challenge events. • Develop annual operational plans, budgets, income targets and key performance indicators for challenge events. • Monitor performance against agreed targets and take action to maximise income and supporter engagement. 	

- Research and evaluate new event fundraising opportunities and market trends to support portfolio growth.
- Contribute to wider fundraising planning and organisational objectives.

Challenge Events Fundraising – development and delivery

- Develop and manage a portfolio of challenge events including running, cycling, walking, trekking, overseas challenges and virtual events.
- Recruit, steward and retain challenge event participants through exceptional supporter journeys.
- Develop fundraising materials, supporter communications and event resources in collaboration with the Marketing team.
- Manage relationships with external event organisers and suppliers.
- Deliver excellent supporter stewardship to maximise fundraising income and participant satisfaction.
- Monitor participant engagement and fundraising performance to identify opportunities for improvement.
- Ensure all events are delivered safely, effectively and in line with organisational policies and procedures.
- Manage event budgets and ensure agreed return on investment targets are achieved.

Relationship Management

- Build and maintain strong relationships with supporters, volunteers, community groups and local businesses.
- Deliver high-quality supporter care and stewardship throughout the supporter journey.
- Work collaboratively with colleagues across Fundraising, Marketing, Retail and Services to maximise opportunities for supporter engagement.
- Identify opportunities to move supporters into other fundraising products and long-term giving opportunities.
- Support wider fundraising campaigns and organisational initiatives as required.

Monitoring, Reporting and Administration

- Monitor and report on income, expenditure, return on investment and supporter engagement metrics.
- Manage event administration, financial reconciliation and supporter communications effectively.
- Prepare regular reports on performance, risks, opportunities and recommendations.
- Maintain accurate supporter records and ensure all data is managed in line with GDPR requirements.
- Ensure all fundraising activity complies with Fundraising Regulator guidance and best practice.

TEAM MEMBER REQUIREMENTS

- Evidence of commitment to professional development within fundraising, events management, supporter engagement or a related field.
- Experience of delivering digital fundraising and supporter journeys.
- Experience of mass participation events.
- Experience of delivering challenge events, community fundraising or supporter engagement programmes.
- Experience of achieving income targets and delivering fundraising growth.
- Experience of building and managing relationships with supporters, volunteers and external stakeholders.
- Experience of planning and delivering events.
- Experience of managing budgets and monitoring financial performance.
- Experience of working with fundraising databases or CRM systems.
- Skills, Knowledge and Personal Approach
- Excellent relationship-building and communication skills.
- Strong event planning and project management skills.
- Excellent organisational skills and attention to detail.
- Ability to inspire and motivate supporters to achieve ambitious fundraising goals.
- Strong written and verbal communication skills.
- Numerate and confident analysing fundraising performance.
- Ability to manage multiple priorities and deadlines.
- Proactive, enthusiastic and solutions-focused approach.
- Strong team player with a collaborative working style.
- Flexible approach, including occasional evening and weekend working
- Experience working with schools, community groups or local businesses. Understanding of fundraising compliance and regulation.