

# Community and Alumni Engagement Manager

## Job Description

**Area:** Nationwide role

**Location:** SportsAid Head Office in London (near London Bridge) with hybrid working. What does this mean? It means we are normally all in the office on Mondays and one other day of our choice. We are flexible about start times to help with the cost of commuting and we are genuinely flexible all round. If you have any questions about flexibility, do tell us and we'll do our best to accommodate.

**Reports to:** Head of Fundraising

**Hours of Work:** Full time

## ABOUT US

At SportsAid we exist to encourage, enable and empower the next generation of athletes to achieve their ambitions in sport and life. For decades, we have been side by side with Britain's greatest emerging sporting talent, from Mo Farah to Jessica Ennis-Hill to Ade Adepitan, Paula Radcliffe and so many others to give them vital support before they became Olympian and Paralympian stars.

Without our support, a lot of our most talented sporting prospects would drop out as the demands of pursuing their dreams are too often impossible barriers to overcome.

## YOUR ROLE

This is a crucial role for SportsAid and the next generation of athletes. By working in partnership with some of our community of supporters and alumni you will implement SportsAid's fundraising strategy and deliver income, impact and memorable experiences for athletes, parents and supporters.

You will do what great fundraisers do: manage and nurture deep relationships, understand supporters and alumni's needs and expectations, spot opportunities, tailor engagement opportunities and ultimately take responsibility for your actions and outcomes. But you will also have plenty of opportunities to help innovate our approach, incorporate insight and good practice from your experience

## YOUR RESPONSIBILITIES

- Achieve agreed income and engagement targets by developing relationships with the community of supporters, athletes, parents and SportsAid alumni (athletes that have benefitted from SportsAid support).
- Work closely with the Head of Fundraising to develop and implement a comprehensive community fundraising and alumni engagement strategy to strengthen affinity to the charity and achieve income targets.
- Develop and nurture relationships with potential funders and fundraisers eg local schools, community groups, parents etc. and deliver a range of fundraising activities across the country.
- Identify and cultivate relationships with former athletes who can contribute to our mission in a variety of ways, eg mentoring, advocacy and storytelling, fundraising and programme/initiative participation.
- Organise and manage events, including networking gatherings, to stimulate and develop fundraising and alumni engagement.
- Collaborate with the marketing and communications team to highlight athlete alumni stories and their contributions to our cause.
- Maintain an up-to-date database of fundraisers, supporters and athlete alumni, tracking their engagement and contributions.
- Provide regular reports on fundraising and alumni engagement metrics and the impact of their involvement.

## **ABOUT YOU**

- You are brimming with innovative ideas and creative ways to develop community fundraising and alumni relations and spot opportunities that will deliver benefits to the next generation of sporting talent

- You are a proactive and focused team member, able to plan and manage your work to deliver strong and lasting partnerships

- You definitely have:

- A minimum of two years' experience of working in a community fundraising and/or an alumni engagement role in a charity or university setting
- A passion for sport and strong understanding of the sports industry and the unique experiences of athletes.
- Solid understanding of the principles and practices of relationship fundraising
- Excellent organisational skills, comfortable managing several different projects and activities in parallel.
- Familiarity with social media and digital marketing strategies.
- Proven event planning and project management skills.
- Ability to work independently and as part of a team in a fast-paced environment.

- Proficiency in Microsoft Office Suite and familiarity with CRM systems
- A growth mindset and a desire to continue to learn and innovate.
- Enthusiasm and temperament to work in a small team in a fast-paced environment.

Why might you enjoy this:

- The SportsAid team is truly engaged, collaborative and authentic, you will feel like you are joining a family.
- We have a new, strong fundraising strategy that is rooted in insight and realistic ambitions.
- The network of SportsAid alumni and supporters includes some of the best household names in Britain's sport world.
- The leadership and the board are genuine and enthusiastic supporters of fundraising and very willing to help.
- The cause is compelling, relatable and truly uplifting.
- No frustrating red tape, silos, politics and "computer says no" scenarios.

Additional Requirements of the job:

- Participating in any relevant training which the Head of Fundraising considers to be relevant to the duties of the post.
- Liaising with counterparts at peer institutions within the sport and charity sectors to ensure that SportsAid alumni program follows best practice and strives for continuous learning and improvement.

## **PACKAGE AND BENEFITS**

**Salary:** A salary package of £32,000 per annum

**Pension:** SportsAid makes a contribution of 3%, and the employee makes a minimum contribution of 5%.

**Healthcare:** Membership of the SportsAid private health insurance scheme is available for the employee with premiums paid by SportsAid.

**Flexible working:** reasonable flexible and hybrid working options can be considered.

**Cycle to Work Scheme:** Available to all staff.

**Death in Service Benefit:** Inclusion in company scheme.

**Season ticket loan:** An interest free loan is available to all staff.

**Holidays:** 25 days per year (pro rata), plus bank holidays, increasing by 1 day for each year of service, up to 30 days.

As the role will involve contact with young people, the appointee will be required to undergo an enhanced DBS check in relation to the post. A confidential equal opportunities form will be shared which all staff and prospective applicants will be asked to complete.



SportsAid recognises that certain sections of the community have been affected by structural inequities and may be denied the opportunity to participate equally and fully in sport at all levels. SportsAid as an organisation believes our role is to remove the barriers that our most under-served, at risk and minoritised groups of young people experience when trying to access sport and physical activities.

SportsAid therefore positively welcomes, and seeks to achieve, diversity in our workforce and that all job applicants, volunteers and employees receive equal and fair treatment. We positively encourage applications from all candidates regardless of age, race, ethnicity, gender, disability, marriage and civil partnership status, gender identity, background, religion, faith, sexual orientation, maternity status, pregnancy, belief or nationality.