



Clatterbridge

Cancer Charity

Job Description Challenge Events Fundraiser

Location Wirral / Liverpool City Region / Hybrid

Reporting to Events Fundraising Manager

About the role

This role is central to connecting supporters of Clatterbridge Cancer Charity with the challenge of their lifetime. The Challenge Events Fundraiser will promote events such as runs, marathons, abseils, bike rides and skydives. The role is key to inspiring, motivating and supporting people who are raising money for the Charity by taking part in these types of events.

Strategy

- Responsible for generating income from third party challenge events
- Reporting to the Events Fundraising Manager

Key responsibilities

- Build long term, meaningful supporter relationships with those wishing to take part in challenge events.
- Liaise with third-party challenge event providers to identify and maximise opportunities through participation
- Identify and recruit potential supporters for the Charity using a range of methods
- Identify and maximise opportunities to promote challenge events to attract new and existing supporters
- Provide excellent support and stewardship to supporters taking part in events to maximise their enjoyment and fundraising potential
- Prepare information packs, supporter communications and marketing collateral
- Co-ordinate and recruit event volunteers where required
- To support when required on other Clatterbridge events
- Ensure relevant events are delivered within budget, utilising opportunities for gifted services or supplies
- Encourage participation in organised fundraising activities and events
- Produce web and social media content for Challenge Events
- Support fundraising activities within the Centre as and when required



Clatterbridge

Cancer Charity

Cross Team Working

- Proactively support a culture of collaborative working. Contribute to a strong team ethic within the team, supporting colleagues to work across other income disciplines for the wider benefit of the Charity and to support continued professional development.
- Act as an advocate for Events fundraising by working across the team to ensure messages are communicated effectively.
- Attend events with and on behalf of the Events Fundraising Manager
- Represent the Charity at events and functions where requested by the Events Fundraising Manager
- Identify opportunities to cross promote Challenge Events or provide appropriate stewardship opportunities for supporters in your area of work.
- Support other income lines by facilitating appropriate opportunities to promote other ways to support the charity.
- Provide teams with relevant, impactful content and messaging to include in cross-team supporter communications.
- Other reasonable requests in line with the job role and needs of the Charity

Insight and Analysis

- Work with the team to ensure the Charity database is accurate at all times.
- Work with the supporter care team to ensure collection, storage and use of supporter data is compliant with data protection legislation.
- Process income and information on the Charity database as required
- Regularly monitor events and income, making recommendations for growth and development.
- Working with the Events Fundraising Manager, use the analysis of results and audience insight to inform future activity.

Diversity and Inclusion

- Ensure equality, diversity and inclusion are considered in all aspects of your work.
- Ensure all communications are made with the needs and voices of local people with cancer in mind.

Good Practice

- Represent Clatterbridge Cancer Charity at external events where required.
- Be a great advocate for the Charity and local people with cancer.
- Comply with and be an ambassador for the charity's brand guidelines
- Work in line with the Charity's values, maintaining the reputation of the Charity.
- Ensure compliance with Charity policies, Fundraising Regulator guidance and relevant legislation.
- Ensure donations and money raised is processed according to charity procedure.



Clatterbridge

Cancer Charity

Person Specification

Experience

Essential

- Experience working in Events, in either a logistical or supporter experience capacity
- Experience of building and maintaining supporter relationships
- Experience of maintaining a database system
- Experience of working towards targets

Desirable

- Experience working with Donorflex database system
- Experience in a Charity fundraising environment

Knowledge, Skills & Attitudes

Essential

- Ability to demonstrate skills required in relation to the job role, either through direct experience or transferable skills
- Ability to demonstrate knowledge and understanding of working within a Charity
- Knowledge of the Events industry – namely local and national Charity events
- Excellent interpersonal skills and ability to communicate effectively at all levels
- Experience of working independently or as part of a team
- Excellent admin skills with attention to detail
- Ability to manage a busy workload and prioritise tasks
- Ability to communicate well in difficult and emotional circumstances.

Desirable

- Understanding of the Fundraising Code of Practice



Clatterbridge

Cancer Charity

What's Next?

We hope this pack has inspired you to join our team! If you have any questions, or need more practical information, please contact: Mark Parkinson, Events Fundraising Manager.

01515565566

mark.parkinson1@nhs.net

If you've got everything you need and you're ready to apply, please send your CV and supporting statement to mark.parkinson1@nhs.net

Your Supporting Statement should give examples of how you meet the criteria of the person specification, and what you feel you would bring to this role.

Please note, applications may be assessed as and when they are received, and interviews arranged, so we may close the position before the closing date if a suitable candidate is found.

Our Diversity Statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

Find us at

Clatterbridge Cancer Centre - Liverpool, L7 8YA

The Spine Building, Liverpool, L7 3FA

Clatterbridge Cancer Centre - Wirral, CH63 4JY

clatterbridgecc.org.uk

0151 556 5566

ccf-tr.fundraising@nhs.net

[@ClatterbridgeCC](https://www.instagram.com/ClatterbridgeCC)