

Fundraising Executive: Events and Challenges

Job title	Fundraising Executive: Events and Challenges
Hours	Full time
Grade	5 (£27,601 - £32,585) ¹
Type of employment	Open-ended subject to funding
Location of employment	Hybrid (minimum 2 days per week in Leicester office)
Department	Fundraising
Line manager	Head of Fundraising
Direct reports	N/A

¹ Appointments are generally made at the bottom of the stated pay bracket, rising incrementally annually until the top of the scale is reached.

About this role

CCLG is a charity dedicated to creating a brighter future for children and young people with cancer. Powered by expertise, we unite the children and young people's cancer community, driving collective action and progress.

Research is the key to better treatments, improved care, and potential cures. We fund and lead world-class research, fuelling groundbreaking work led by brilliant minds. Collaboration is at the heart of our approach—bringing together the right people and organisations to drive progress and deliver real impact.

We provide trusted information and guidance for children and young people with cancer, their families, and everyone supporting them. Our expertise helps them navigate the challenges of cancer and its impact, offering reassurance and clarity when it's needed most.

Through our professional membership, we bring together the brightest minds in children and young people's cancer, creating a national network that drives progress. Together, we shape better treatment and care - developing guidelines, sharing knowledge, offering expert advice, leading pioneering research, and creating essential resources and education for professionals. Our collective expertise sets the standard, advocating for excellence at every level—local, national, and global.

Our work is only possible thanks to the generosity of fundraisers, donors, and supporters who share our mission. Every pound raised helps fund our research, provide trusted information for families, and brings together experts to improve treatment, care and outcomes.

The fundraising team at CCLG drives our mission forward by ensuring we have the financial resources to carry out our work, playing a vital role in ensuring we delivery on our strategy and commitments, and ultimately improving outcomes for children and young people with cancer.

Main purpose of the job

You'll be responsible for developing and delivering our portfolio of mass participation and challenge events, ensuring excellent supporter experiences and sustainable income growth.

The role will lead on recruiting and supporting event participants across a mixed portfolio (including guaranteed places, third-party event and challenge providers, international challenge events and CCLG-owned events such as our Big Hike). You'll also take a pro-active role in growing CCLG's own events programme, identifying, testing and helping to scale new opportunities, while maintaining strong reporting, compliance and supporter care.

Events fundraising is a key area of growth for CCLG, and we're looking for a passionate, focused and driven individual to support the team to make our ambitious growth plans a reality.

We're looking for a confident communicator, with strong organisation skills, who'll use their own initiative and ability to manage a varied workload. You'll be self-driven, motivated by achieving targets and delivering the best possible supporter experience. The role involves project management and innovation, and you'll be responsible for confidently driving projects forward, whilst confidently managing a range of internal and external stakeholders.

Key responsibilities

- Work with the Head of Fundraising to plan and deliver an events & challenges portfolio that achieves the 2026 income target of £262,500 (London Marathon £52.5k; all other events £210k) and sets a clear 12-month growth plan for owned events.
- Manage CCLG's mass participation events portfolio, including guaranteed places (e.g. London Marathon, London Landmarks, Great North Run, Abbott World Marathon Majors) and international challenge events, supporting recruitment and strong fundraising outcomes across the year.
- Lead end-to-end delivery of CCLG-owned events (including Big Hike and our Gala Dinner) and use participant feedback and return on investment learning to improve delivery year on year; scope and support development of the live events pipeline for 2027.
- Develop and continuously improve the supporter journey for event and challenge participants to increase retention and repeat participation, including annual refresh of event communications, appropriate use of supporter engagement tools (e.g. WhatsApp groups), and post-event follow-up with cross-promotion of other fundraising opportunities.
- Build and manage relationships with third-party challenge providers (e.g. Action Challenge, Run for Charity, Realbuzz and others), ensuring opportunities are promoted effectively, information is accurate, and performance is evaluated regularly.
- Plan, organise and manage events and challenge activities, including setting and monitoring budgets, coordinating logistics, and completing appropriate health and safety planning and risk assessments, working with colleagues and suppliers as needed.
- Coordinate with the CCLG Communications Team to devise and deliver marketing and communications plans for events and challenges, increasing visibility, participation and supporter engagement.
- Provide information and supporter stories for the Communications Team to support PR and marketing activity relating to events and challenges, and the impact of CCLG's work.
- Respond to supporter enquiries professionally, accurately and within agreed timescales, including distribution of event information/packs, registration support and thank you communications.
- Ensure timely and accurate stewardship and acknowledgement of supporters, maintaining high-quality supporter records on the CRM in line with GDPR and fundraising best practice.

- Provide monthly KPI reporting on events and challenges performance, including (as required) income, registrations, active fundraisers, ROI and retention, to support decision-making and planning.
- Work in collaboration with other fundraising colleagues to maximise fundraising opportunities and ensure a joined-up supporter experience across CCLG.
- Attend and support events as appropriate (including cheer points and participant support), helping to deliver an excellent supporter experience.
- Attend and participate in fundraising team meetings and planning activities.
- Be an ambassador for CCLG at all times, representing the charity positively with supporters, partners and stakeholders.
- Maintain up-to-date knowledge of fundraising best practice and innovations within events and mass participation fundraising.
- Ensure compliance with the Fundraising Code of Practice, relevant legislation, and internal policies and procedures.

General

- Adhere to CCLG policies and procedures at all times
- Being proactive in reviewing and evaluating your own performance and identifying and acting upon areas for improvement and development
- Occasional evening and weekend work will be required to deliver events and meet stakeholder commitments.
- Occasional UK travel may be required, including overnight stays where necessary.
- The list of responsibilities outlined above is not intended to be exhaustive, and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of the line manager.

Key Relationships

- CCLG fundraising team
- CCLG communications team
- Wider CCLG staff team
- CCLG
- members
- External events and challenge providers
- Fundraisers and supporters, including CCLG Special Named Fund families

Person specification

	Essential	Desirable
Qualifications, knowledge and experience	• Experience delivering events, fundraising challenges, or a comparable supporter/customer programme. • Experience delivering excellent supporter/customer journeys (e.g., onboarding/comms plans, stewardship, post-event follow-up). • Experience of working with external providers/suppliers/partners and managing relationships and performance. • Experience using a CRM system to manage records and supporter communications. • Able to communicate clearly in written English and produce accurate, supporter-friendly communications. • Strong numeracy to manage simple budgets and monitor income/expenditure/ROI at a basic level. • Understanding of GDPR/data protection in day-to-day supporter handling. • Understanding of how to motivate and steward supporters to maximise fundraising outcomes.	• Experience delivering fundraising events/challenges (including guaranteed places such as the London Marathon or similar). • Experience working with third-party challenge/event platforms/providers. • Experience evaluating and improving an events/challenges portfolio using KPIs (registrations, active fundraisers, ROI, retention). • Experience of planning/delivering “owned” events and using participant feedback to improve year on year. • Experience completing event risk assessments and supporting health and safety planning for events. • Familiarity with the Fundraising Code of Practice and relevant fundraising legislation. • Experience working with marketing/communications colleagues to create and deliver recruitment/comms plans and supporter stories.
Skills, abilities and competencies	• Good IT skills with ability in Office365 (Word, Excel, PowerPoint, Outlook, Teams etc) and confidence in producing simple reports • Excellent communication skills (written and verbal), able to adapt tone for a wide range of supporters and stakeholders. • Strong interpersonal skills with the ability to build rapport quickly and maintain positive supporter relationships. • Highly organised: able to manage multiple event timelines, competing priorities and deadlines with minimal supervision. • Able to work independently and use initiative, while collaborating effectively across teams. • Strong attention to detail and accuracy • Proactive and solutions-focused: able to spot issues early (e.g., low sign-ups, supporter drop-off) and take practical action. • Confident using data/insight to track performance and improve outcomes • Strong teamwork and collaboration—able to work effectively with fundraising colleagues and comms/marketing to deliver a joined-up supporter experience.	• Ability to create simple growth plans and test new ideas in a structured way (e.g., piloting new challenges/owned events). • Experience using supporter engagement tools (e.g., WhatsApp groups, segmented email journeys) to increase participation and retention.

Other requirements	• Able to work occasional evenings/weekends and travel within the UK (including occasional overnight stays), particularly to support delivery of key events • Commitment to CCLG's mission and values, and a compassionate understanding of the impact of children and young people's cancer on families. • Commitment to providing an inclusive, respectful supporter experience for people from all backgrounds.	• Experience representing an organisation externally (events, cheer points, partner meetings) as a confident ambassador.
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May 2026