

SOCCKER AID PROJECT EXECUTIVE

Duration:	Fixed Term - until 31 July 2025
Salary:	Circa £31,000 per annum
Job level:	5
Hours:	35 hours per week. Other flexible arrangements will be considered. Occasional evening and weekend working will be required around the key campaign delivery periods.
Disclosure level:	Basic.
Reporting to:	Head of Soccer Aid for UNICEF.
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ.

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Soccer Aid for UNICEF Team is a project team that brings together key specialisms from across the organisation to deliver *Soccer Aid for UNICEF*. The multi-functional team works with departments across UNICEF UK and stakeholders at ITV, Initial and Soccer Aid Productions* to deliver UNICEF UK's biggest public fundraising campaign to help give children the best possible start in life.

*UNICEF UK has partnered with Triple S Sports and Entertainment Group to create Soccer Aid Productions Ltd (SAP Ltd) to deliver the commercial elements of the campaign.

ABOUT SOCCER AID FOR UNICEF

Soccer Aid for UNICEF brings together two teams of celebrities and football legends from England and the World XI FC for the biggest celebrity football match in the calendar, broadcast live on ITV. The event started in 2006 taking place every two years and since 2018 has taken place annually. Since its inception, Soccer Aid has raised more than £90million for UNICEF UK, helping to protect the right to play for every child worldwide.

ABOUT THE ROLE

The scope of the Project Executive role is broad and the postholder will be responsible for delivering several projects which will support in achieving the objectives of the Soccer Aid for UNICEF campaign, for example, the delivery of child mascot experience, fundraising supporter journeys, training week logistics and overseeing Supporter Care briefing and liaison.

The role requires strong attention to detail and excellent project management skills, with the ability to thrive in a fast-paced environment. This is a collaborative role working with multiple colleagues to unlock fundraising opportunities and to deliver excellent supporter journeys and experiences, maximising income and impact for children.

What we will expect you to achieve:

- Actively contribute to achieving the Soccer Aid strategic objectives of delivering more income, reach and awareness of UNICEF's work through multiple campaign activations.
- Lead on planning and delivery of child mascot experience, working with Safeguarding teams to ensure activity is both safe and compliant. This includes overseeing the successful delivery of the child mascots experience on the day ensuring a positive experience for those involved.
- Collaborate with wider teams across UNICEF UK to unlock and deliver opportunities during Soccer Aid match week (e.g. hospitality events led by Special Events, major donor visits to players training week and planning staffing logistics working with Soccer Aid Productions).
- Lead on delivery of Soccer Aid internal comms plan, growing staff engagement, support and noise during the peak Soccer Aid campaign period.
- Lead on relationship with UNICEF UK's Supporter Care team ensuring regular briefings, campaign updates and set up of Supporter Care Hub Office on the evening of Soccer Aid.
- Support on delivery of off-air fundraising supporter journeys (e.g. the Soccer Aid Academy) by drafting, building and sending digital acquisition and stewardship communications. This includes handling personal data in a compliant and secure manner.
- Financial support of projects including income and expenditure tracking, processing invoices and data management on SRM database.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section details the skills, behaviours and experience required for the role. All criteria in the Person Specification are essential.

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.
- Insight-led and data driven to ensure all fundraising initiatives are developed according to supporter needs and in response to a deep understanding of market trends and insights.

Collaboration

- Consults others and shares expertise, know-how and ideas with colleagues for best results.
- Values diversity, respecting and drawing on colleagues' different perspectives, skills, experience and knowledge.

Communication

- Conveys complex or difficult ideas using a variety of methods to engage an audience and win understanding and support.
- Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity.
- Works collaboratively with all stakeholders, drawing connections and encouraging cross-organisational working.

Efficiency and effectiveness

- Manage conflicting priorities to ensure that objectives are achieved and deadlines met.
- Anticipates risks and puts plans in place to minimise their impact.
- Responds flexibly to unforeseen events such as emergency responses to ensure that effectiveness is not compromised.
- Evaluates work, learns from results and adjusts strategies to provide the best results for children.
- Suggests simplifications to overly complex ways of working to improve results.

Positive relationships

- Nurtures professional relationships with colleagues at all levels and with external contacts and partners to support the achievement of objectives.
- Reflects on own thoughts, feelings and actions and is aware of own impact on relationships.

Information and data

- Protects our reputation when working with confidential data and information and mitigates risk through considering the legal, regulatory, ethical and privacy issues.
- Invests time in acquiring the knowledge and skills to develop effective approaches to managing information.

Relevant experience

- On the job or worked experience in (charity) fundraising campaigns.
- Basic knowledge of project management principles, practices, techniques, and procedures, gained from using it on the day to day work.
- Worked within a project-based environment, gaining practical experience in project planning and implementation.
- Some experience in collaborating to organize and host activities at major events or fundraising events.