

Job Details

Job Title:	Mass Participation Event Manager
Location:	Hybrid, minimum one day per week in our London Bridge office
Contract:	Permanent
Working Pattern:	Full-time role based on a 32-hour working week across four days, with Fridays as a non-working day
Reporting to:	Head of Fundraising (Community & Events)
Salary:	£35,000 – £37,000 per annum

About Spinal Research

Every two hours, someone in the UK becomes paralysed. Globally, more than 15 million people live with paralysis.

At Spinal Research, our vision is a world where paralysis can be cured. We fund groundbreaking research to deliver life-changing treatments for people with spinal cord injuries. By backing the brightest minds and fostering innovation, we are driving progress towards what could be the medical breakthrough of the 21st century: curing paralysis.

We will not stop until that future is achieved.

The Role

This is an exciting opportunity to join our Events team in a newly created management role, building on four years of significant growth and success across our mass participation programme.

As Mass Participation Event Manager, you will have responsibility for the development, performance and delivery of the mass participation portfolio, working closely with the Head of Fundraising (Community & Events) to grow income, participation and engagement.

Alongside this overall responsibility, you will have direct ownership of your own area of the portfolio, including the Great North Run, Berlin Marathon, Chicago Marathon, Cape Town Marathon and our wider challenges programme. You will manage these events from recruitment and participant onboarding through to fundraising, event-day delivery and post-event stewardship, while supporting the Head of Fundraising (Community & Events) with our flagship London Marathon.

You will also line manage the Events Junior Officer, who will have direct responsibility for their own allocated events. You will provide leadership, direction and support to ensure their events are delivered successfully and contribute to the wider mass participation goals.

This is a senior, hands-on role. You will be expected to lead the development of the overall programme while remaining directly involved in the day-to-day delivery of your own events. This includes recruiting and stewarding participants, developing campaigns, managing budgets and suppliers, speaking directly with supporters and being hands-on at events.

Key Responsibilities

Strategy and Growth

- Work with the Head of Fundraising (Community & Events) to deliver the mass participation fundraising strategy.
- Take responsibility for the performance and development of the mass participation portfolio.
- Own and grow your allocated portfolio of events, setting and delivering against agreed income, participation and engagement targets.
- Identify and develop new events, challenges and opportunities to reach new audiences and grow income.
- Monitor performance across the portfolio, using insight to shape plans, drive growth and identify opportunities for improvement.

Supporter Recruitment and Stewardship

- Lead recruitment campaigns across digital, social media, email, website and other channels.
- Own the full participant journey for your allocated events, providing excellent support from recruitment through to event day and beyond.
- Develop fundraising plans and provide participants with the tools, motivation and support to maximise their fundraising.
- Build strong relationships with participants and identify opportunities to increase retention and repeat participation.
- Provide administrative support for event-related tasks, including management of the general events inbox and supporting incoming phone calls, providing a professional and welcoming first point of contact for supporters.

Event and Portfolio Management

- Take full responsibility for the successful delivery of your allocated events, including budgets, logistics, suppliers and relationships with event organisers.

- Be hands-on in the planning and delivery of your events, including attending key events and supporting participants and volunteers on the day.
- Provide leadership and support across the wider mass participation programme, ensuring consistent standards and excellent participant experiences.
- Build and maintain strong relationships with event organisers, suppliers and other external partners.
- Work with the Head of Fundraising (Community & Events) and Special Events Manager to support the delivery of the London Marathon and other major events.

Team Management

- Line manage the Events Junior Officer, providing direction, support and development.
- Provide oversight and guidance across the Junior Officer's allocated events, ensuring they are delivered against agreed income, participation and engagement objectives.
- Support the Junior Officer to take ownership of their events while providing guidance, problem-solving and strategic direction where required.
- Work collaboratively across the C&E team to ensure the full mass participation portfolio is delivered effectively.

Systems, Insights and Reporting

- Use CRM systems effectively to manage supporter data and activity.
- Monitor income, participation, acquisition, fundraising and event performance against agreed KPIs.
- Analyse results to identify opportunities for growth and improvement.
- Use insight to inform future planning and campaign development.
- Provide regular reporting against agreed KPIs and targets.

Collaboration

- Work closely with internal teams to align mass participation fundraising with wider organisational goals.

Person Specification

Skills and Experience

- Proven experience managing a mass participation portfolio within the charity sector.
- Strong track record of growing income, participation and supporter engagement.
- Experience developing recruitment campaigns, growing audiences and managing the full participant journey.
- Experience managing event budgets, suppliers and external relationships.
- Experience of line management and supporting the development of team members.
- Confident use of CRM systems and supporter databases.
- Strong relationship-building and communication skills.
- Experience contributing to fundraising strategy and developing new opportunities.
- Experience using data and insight to monitor performance and inform decision-making.
- Strong leadership skills, with the ability to motivate, develop and support colleagues while creating a positive and collaborative team environment.
- Experience of working within a medical or research charity (desirable).

Personal Attributes

- Proactive and curious, with the initiative to identify opportunities for growth and improvement.
- Highly organised, with the ability to manage multiple events, campaigns and priorities while maintaining attention to detail.
- Confident in taking ownership, making decisions and providing direction to others.
- Comfortable working at both a strategic and operational level, with a willingness to be hands-on and involved in the day-to-day delivery of events.
- Calm, adaptable and solutions-focused, particularly during busy periods and event delivery.
- Collaborative and enthusiastic, with a genuine passion for events, fundraising and the work of Spinal Research.

Why Join Us?

- Full-time role based on a 32-hour working week across four days, with Fridays off.

- 8% employer pension contribution.
- Flexible hybrid working.
- Opportunity to shape and grow a successful fundraising programme.
- Supportive, collaborative and values-driven team environment.
- Meaningful work helping to fund research that could transform lives.

Working Arrangements

- Hybrid role combining home working and attendance at our London Bridge office.
- Minimum one day per week in the office.
- Occasional evening or weekend working may be required, with time off in lieu provided.

How to Apply

Please submit a CV and a supporting statement outlining why you would like to work for Spinal Research and why you would be a strong fit for the role.

Applications will be reviewed as they are received and early applications are encouraged.

Unfortunately, due to the volume of applications, we are unable to provide feedback to unsuccessful applicants. If you have not heard from us within two weeks of the closing date, please assume that your application has not been successful on this occasion.

Spinal Research is a Disability Confident Committed employer and welcomes applications from all candidates. We are committed to making our recruitment process inclusive and accessible and will provide reasonable adjustments throughout the recruitment process where required.

