



**Ronald  
McDonald  
House®**  
UK

# Mass Participation Events Manager

Candidate pack

**Closing date:** Thursday 11 June 2026, midnight

# Mass Participation Events Manager

<b>Location:</b>	Hybrid working: Two days a week from a Ronald McDonald House or office
<b>Salary:</b>	£45,000 per annum
<b>Contract:</b>	Permanent contract: Full-time / 35 hours / five days a week Flexible working patterns available
<b>Reports to:</b>	Head of Mass Engagement

## Job role:

Ronald McDonald House UK is seeking a proactive and creative Mass Participation Events Manager to lead the delivery and growth of our mass participation portfolio. The role will lead on the strategy, performance and delivery of our challenge events programme, ensuring events achieve agreed income and participation targets and work closely with the Head of Mass Engagement to shape and test future Ronald McDonald House UK owned mass participation events, supporting sustainable, diversified income growth.



# Notes from our leadership



## Ella Joseph, Chief Executive

Thank you for your interest in joining Ronald McDonald House UK.

Keeping families close is at the heart of everything we do at Ronald McDonald House UK: we build and run Houses that provide a free home-away-from-home for families who have a sick child in hospital.

We currently have a network of 14 Houses across the UK that can accommodate over 530 families each night. But we offer much more than an en-suite bedroom close to children's hospital wards – we create communities too.

Our fantastic teams, volunteers and supporters are there to provide support and practical help for families, as well as offering a safe and homely space where families can come together and know they're not alone.

We are an extremely friendly and motivated team at Ronald McDonald House Charities UK. If you are an individual who enjoys working in a collaborative environment, and who is excited to be part of our transformational journey over the coming years, then we would be delighted to hear from you.



## Vickey Fitzell, Head of Mass Engagement

At Ronald McDonald House UK, our mission is to keep families close when their child is in hospital far from home. Everything we do is grounded in supporting families through some of the most difficult moments of their lives.

Mass participation fundraising plays a crucial role in making this possible. There is significant opportunity in this area, with real headroom for growth and a highly engaged audience who care deeply about our cause. Our events bring thousands of supporters together each year to take action, raise vital funds, and show families that they are not alone.

As Mass Participation Event Manager, you will lead a portfolio of mass participation events, ensuring they are engaging, well run and aligned to our wider engagement and impact goals. Alongside delivering established events, you will help build our ambition to develop owned events over time, strengthening and growing our mass participation activity.

This role combines thoughtful planning with delivery oversight and is suited to someone who is ambitious, sees opportunity, and is motivated by turning strategy into reality. You will be confident in shaping plans and decisions, with the drive to take work from concept through to delivery. You will be comfortable managing budgets and targets, using insight to inform decisions, and building strong relationships with supporters, partners, and colleagues.

You will be joining a values-driven, collaborative and supportive management team, where we work closely together and share responsibility for our collective success. This is a pivotal moment for the charity, and the work you do will have a direct and tangible impact, not just in income raised, but in how families experience our support.

If you are motivated by delivering high quality events, developing new ideas, and being part of a purpose-driven team, we would love to hear from you.

# Why work for Ronald McDonald House UK?

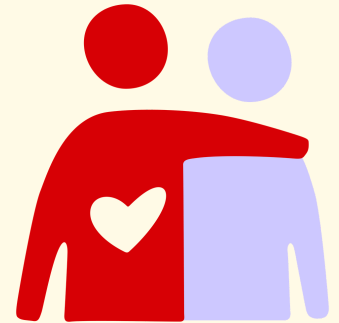
## Our purpose

At Ronald McDonald House UK, our purpose is to help families with children in hospital cope with the practical and emotional challenges they face.

Our ambition is to **serve more families and serve them better.**

## Our values

- We celebrate the diversity of our people and our programmes
- We value our heritage
- We focus of the critical needs of children and their families
- We operate with accountability and transparency



## Our impact

We are passionate about the support we give to families each year. Since 1989, we have supported over 95,000 families from all walks of life, living in the UK or coming from abroad for specialist care, for those families, staying close to their child in hospital receiving care is the number one priority.

## 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.

## Our families

Across our 14 locations in the UK, our Houses aim to reduce the emotional and financial burdens that come with having their child in hospital.

Families often wish to share their stories with us, highlighting their family's journey through honest and first-hand experiences.



## Employee benefits

**We're able to offer the successful applicant a highly competitive salary and benefits package.**

# About the role

## Key responsibilities

### Event strategy and planning

- Develop and deliver a clear strategy for challenge and mass participation events, aligned to fundraising targets and audience engagement objectives
- Identify and assess new event opportunities, including third party and bespoke challenges, to diversify and grow income
- To play a key role in developing new events, taking them to market and adopting a test and learn approach in collaboration with the Head of Mass Engagement and wider Engagement Directorate

### Event delivery and logistics

- Support the Senior Event Fundraiser to lead the end-to-end management of events, including budgeting, planning, supplier coordination, risk management, and on-the-day execution
- Ensure all events are delivered to a high standard, providing an exceptional experience for supporters

### Supporter engagement and stewardship

- Build strong relationships with event participants, providing excellent supporter experience and tailored stewardship journeys
- Support the development, delivery of and evaluation of effective supporter journeys across the events portfolio, focused on maximising net return and supporter retention
- Create and develop engaging communications and materials to inspire fundraising and deepen supporters' connections to the charity

### Marketing and promotion

- Lead the delivery of an audience and insight led events marketing programme, working closely with the Brand, Communications and Digital Engagement team to maximise participation and net return
- Keep abreast of income and data trends across the sector to help inform future activities and events fundraising programmes

### Monitoring and evaluation

- Agree and deliver against ambitious income and acquisition targets, maintaining costs within agreed budgets
- Set, manage and report against budgets, milestones and KPIs across the events portfolio, demonstrating accountability for performance
- Use data and insight to evaluate event performance, inform decision making and continuously improve participant experience
- Produce regular performance reports and insights for internal stakeholders

# About the role

## Collaboration and partnership

- Work closely with senior managers and colleagues across the department to maximise opportunities for collaboration and integrated delivery
- Build and maintain effective relationships with key stakeholders, including but not limited to - McDonald's Relationship Team, House teams, fundraising partners, suppliers, and third party event organisers



## Skills and experience

### Essential:

- A proven track record of excellent management of an event portfolio to meet income and acquisition targets
- Experience of delivering data and insight led marketing and stewardship programmes to drive acquisition and net income
- Experience of managing multiple projects with complex budgets, multiple stakeholders and stretching KPIs.
- Line management and team development experience
- Knowledge of health and safety, risk management in event delivery and fundraising compliance

### Desirable:

- Experience of virtual fundraising and development of new events
- Ability to plan, prioritise and balance a busy and varied workload
- Familiarity with digital fundraising platforms and Microsoft Dynamics
- Experience supporting innovation or new product development, working with agencies to deliver new fundraising products



**Staff stories**

**Find out what some of our staff think about working for Ronald McDonald House UK.**

# How to apply

## Closing date:

**Thursday 11 June 2026**

All applications must be submitted before midnight on this date.

### Please enclose:

- **A full CV**
- **A completed demographic form (optional)**
- **Answers to the following questions (no more than 500 words per answer):**



1. Describe a time you developed or evolved an events strategy to grow participation or income. What was your approach and what were the results? Where possible, include metrics such as participation growth, average gift, ROI, income delivered, etc.
2. Describe your experience collaborating with marketing, brand and/or digital teams to promote events and grow participation. How did you design or improve the participant journey across the lifecycle to increase engagement and retention, and what impact did this have on performance? Please include results and metrics or outcomes.

**To submit your application, please email:**  
**[ronaldmcdonaldhouse.recruitment@uk.mcd.com](mailto:ronaldmcdonaldhouse.recruitment@uk.mcd.com)**

All applications will be considered and then informed following the closing date if they have been shortlisted for a first-stage interview.

If you would like to discuss the role before applying, contact us at:



**0203 892 0774**



**[ronaldmcdonaldhouse.recruitment@uk.mcd.com](mailto:ronaldmcdonaldhouse.recruitment@uk.mcd.com)**

### Our Artificial Intelligence (AI) Statement

We encourage candidates to minimise their use of AI tools when answering questions in this recruitment process. Our goal is to understand your authentic self, your unique perspectives, and your genuine skills. We value originality and personal insight, which are best demonstrated through your own words and experiences.

### Equal Opportunities Employer

The Charity is an equal opportunities employer and welcomes applications from all suitably qualified individuals regardless of race, ethnicity, religion, sex, gender identity, sexual orientation, disability, or age.

