



# Mass Participation Events Fundraising Manager

## Recruitment Pack

Information for candidates- June 2024

# Hello from the team!

Sue Ryder

**Thank you so much for your interest in our 'Mass Participation Events Fundraising Manager' role.**

I work closely with the Mass Participation Events Team to deliver attractive events which inspire the public to take part and raise vital funds for Sue Ryder. Until recently I line managed this team, but due to an internal shuffle it will be overseen by the incoming Head of Public Fundraising alongside our Individual Giving Team. When this vacancy, and that of the Mass Participation Fundraiser, became available, we compared these roles to the sector, and took the opportunity to make some tweaks, re-naming the team 'Mass Participation Events' in line with industry comparable roles/teams. This clarifies the division between mass participation and local events, often managed by our Community Fundraising teams.

Last year, over 8,700 people were cared for by our hospice teams at home or in one of our care centers and over 160,000 people used our Online Bereavement Community. We want a society that supports everyone through dying and grief. We have three key goals: better Grief Support for everyone, helping people who are dying to live well and speaking up for people who are dying or grieving. This can only be achieved through raising funds.

The aim of the Mass Participation Events team is to raise income, recruit supporters and provide excellent stewardship – all so that Sue Ryder can make sure that everyone approaching the end of their life, or living with grief can access the support they need.

Things are going well just now. In the 23/24 Financial Year, we raised over £1million from mass participation events – a total not reached since before the pandemic. So our mass participation events are on the up and we are looking for the right fit to lead and drive further success. It's an ideal time to join our team as we are looking at how we can grow our mass participation events, make them more inclusive, and reach new national audiences. The Mass Participation Events Team work across Sue Ryder, giving plenty of opportunity to meet new people and work collaboratively.

We're ambitious about the difference we can make, hold our values close to us in all that we do and are passionate about cultivating a work environment where we support and champion one another.

I'm available for an informal chat about the role, the team or the organization. No question is a stupid question! So please do get in touch if you'd like to find out more before applying.

Thank you!

*Susan*

Senior Fundraising Planning Manager- Recruiting Manager  
susan.bradley@sueryder.org  
07921 338 384



# What is the benefit package?

*Sue Ryder*

**Excellent L&D opportunities with access to paid qualifications**

**Competitive annual salary of £40,000 to £46,000**

**Value driven staff team. Being supportive, connected and impactful are important to us**

**Corporate discount with hundreds of retailers and services**

**A team full of 'good eggs'**

# What our staff say

Sue Ryder

“As a remote worker I was unsure what to expect from starting a new role remotely, but the Public Fundraising team have been so welcoming and make huge efforts to understand what keeps you motivated and what doesn't. It's been really clear what the expectations are from me, and what support, training and development I can expect in return.”

“I've really enjoyed the opportunity to develop my skills set in the training provided which is recognized externally and will stay with me forever. It shows that Sue Ryder is investing in me beyond my role”

“I was really worried about starting a new role with a new charity as my own needs had changed since I last started a role, but very early on, the team shared the commitment they had to ED & I. Huge efforts are made to bring these to life. Due to this, I was able to have an informational conversation with my line manager about menopause and talk about any adjustments I may need. It was such a relief that I was understood and supported.”

# Job Description



We are looking for someone with a growth mindset, who is open to learning new skills, and embraces collaborative working. Attitude and approach are key, so if you have transferable skills but don't necessarily have direct experience in a role like this, we would love to hear from you.

## To be successful in this role, you might have:

- Proven track record of working within a fundraising events environment and an excellent knowledge of the running and challenge events market
- Experience of working with and through a large supporter or customer facing team to achieve results
- Experience of managing people and volunteers
- Experience of using a variety of communication methods to an audience of all levels both internally and externally
- Experience of delivering income and expenditure budgets
- Experience of developing and working to event plans
- Experience of developing compelling marketing materials for print, web and social
- Experience of working in a team and also cross departmentally
- Excellent communication skills and the ability to communicate effectively with people at all levels
- Knowledge of financial management, budgeting and reforecasting
- Experience of successfully managing agency partners to deliver campaigns to agreed budget and timeframes

This role is hybrid, with time split across our London office and working from home.

# Your Responsibilities



It's important to us that our new team member feels included and is empowered to lead on the mass participation events we currently have, but also has the freedom to bring new ideas to test with our audiences.

## The day-to-day Mass Participation Events Manager duties include;

- Delivery of activity plans for full mass participation events programme
- Responsible for the delivery and management of income and expenditure for allocated mass participation events portfolio
- Grow the Sue Ryder brand through the mass participation events programme
- To develop and lead on delivery of a national marketing campaign to promote participation in third-party running and challenge events
- Leadership, management and performance of the Mass Participation Team
- Development of partnerships with event organisers



The image shows a screenshot of an email newsletter from Sue Ryder. At the top left is the Sue Ryder logo and the text 'palliative, neurological and bereavement support'. Below this is a photograph of a woman named Amanda, wearing a Sue Ryder running bib with the number 15512, celebrating during a marathon. The email body contains the following text:

**Congratulations << Test First Name >>!**  
We're so pleased that you've got your London Marathon spot!

Will you join the rest of Team Sue Ryder and be part of our biggest and best team yet?

Join us with your ballot place and we'll do everything in our power to make your Marathon magical from start to finish.

**I want to join Team Sue Ryder**

Join us today and get:

- A **running vest** personalised with your name
- **Post-race celebration** with food, bubbly and that all-important sports massage
- Support from the Sue Ryder **cheer points** all around the course
- **Race day pack** with goodies for you and your supporters
- **Training** support
- Access to the exclusive #TeamSueRyder **Facebook group** to meet your team

# ED&I

Sue Ryder

**At Sue Ryder, we are committed to driving equity for all our colleagues across the charity, and we support our staff and volunteers from underrepresented and marginalised groups to thrive as valued members of our team.**

Our Equity, Diversity and Inclusion (ED&I) work is a powerful tool in creating a positive culture where people feel they can contribute, problem solve and apply a creative lens to their work. We welcome and encourage candidates from diverse and underrepresented backgrounds.

We know that people don't get the same chances or opportunities in life - whether that be in the workplace or in healthcare. We see addressing health inequalities as an important part of our work at Sue Ryder, therefore it's crucial that our staff and volunteers reflect the diversity of the communities we support. To find out more about our EDI strategy, head to [Equity, Diversity and Inclusion at Sue Ryder | Sue Ryder](#)

We have four network groups at Sue Ryder that bring together communities with shared lived experience and shared identity, plus allies.

## Those networks are:

- Ethnic Diversity and Equity network
- People with Disabilities network
- LGBTQ+ network
- Women and Non-Binary Individuals network



# Timelines

The Sue Ryder logo is located in the top right corner. It consists of the words "Sue Ryder" in a white, cursive script font, set against a blue, irregular, cloud-like background shape.

**Interviewing is a two-way process, so it's important you also feel like we're the right fit for you.**

Susan, the hiring manager, is available for informal chats about the role before interview to answer any questions that you have.

Check out the details of these drop-in Q&A sessions below. Each will last 30 minutes and the link to join is <https://us02web.zoom.us/j/6833113635>.

To submit your questions before the session, email [susan.bradley@sueryder.org](mailto:susan.bradley@sueryder.org) To join a Zoom call anonymously, tap Join a Meeting and enter the ID number of the meeting you are joining. Enter the name you want displayed in the meeting and enable turn off my video.

When it comes to the interview itself, we believe in sharing the question themes beforehand, to give you a chance to think about your responses and take any unnecessary stress out of the process. Shortlisted applicants will receive these themes before the interview date.

Please let us know of any adjustments required at interview. You can see full details of adjustments here:

**[Adjustments at Sue Ryder | Sue Ryder](#)**

## **Info Drop-in Sessions**

Friday 5<sup>th</sup> July 12:00pm

Wednesday 10<sup>th</sup> July 6:30pm

## **Application Deadline**

Thursday 25<sup>th</sup> July 2024

## **Interview Dates**

Tuesday 6<sup>th</sup> August

Tuesday 13<sup>th</sup> August

## **Outcome Notification**

Friday 16<sup>th</sup> August



# Benefits

- 27 days annual leave, rising to 33 with length of service
- Enhanced maternity, paternity and adoption pay
- Enhanced sick pay
- Carers leave policy
- Paid qualifications and learning and development opportunities
- Cash referral bonus scheme
- Staff finance loans
- Company pension scheme
- Corporate discount with hundreds of retailers and services
- Online Wellbeing Centre
- Season ticket loan
- Free Will writing service
- Structured induction programme

[See more reasons to work at Sue Ryder on the website](#)



# There when it matters

*Sue Ryder*



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