

Bespoke Events
Fundraising
Officer
April 2024



Thank you for your interest in working with us here at Crohn's & Colitis UK.

We're the UK's leading charity for Crohn's and Colitis. Right now, an estimated 500,000 people in the UK are living with a lifelong disease that can profoundly affect their quality of life. And, because of the stigma surrounding these conditions, thousands of people are suffering in silence. But we are here to support and champion their cause.

And that's where you come in. We need skilled, motivated, and brilliant people to join us on our vision of improved lives for people with Crohn's and Colitis today and, in the long term, a world free from Crohn's and Colitis altogether.

We need to get these debilitating conditions the recognition and resources they deserve. And I'm so lucky to work alongside people every day who share my passion and commitment to improving lives.

Our community look to the charity to help them navigate their way through complex health issues and support their needs, wherever they live, whatever their background, and whoever they are. It's our job to do that - whether it's lobbying health leaders, providing vital information, or reducing stigma around the conditions, we're here for them.

As we look forward, the charity is in great shape to do even more for our community. We are growing our amazing team to deliver ambitious plans. You couldn't be joining us at a more exciting time, a time when you will be able to make a personal difference!

Our promises to the Crohn's and Colitis community are outlined on the next page and you'll find more about our values, commitments, and what we're looking for further in this job pack.

If you like the sound of us, good luck with your application and we look forward to hearing from you soon.

Sarah Sleet
Chief Executive
Crohn's & Colitis UK



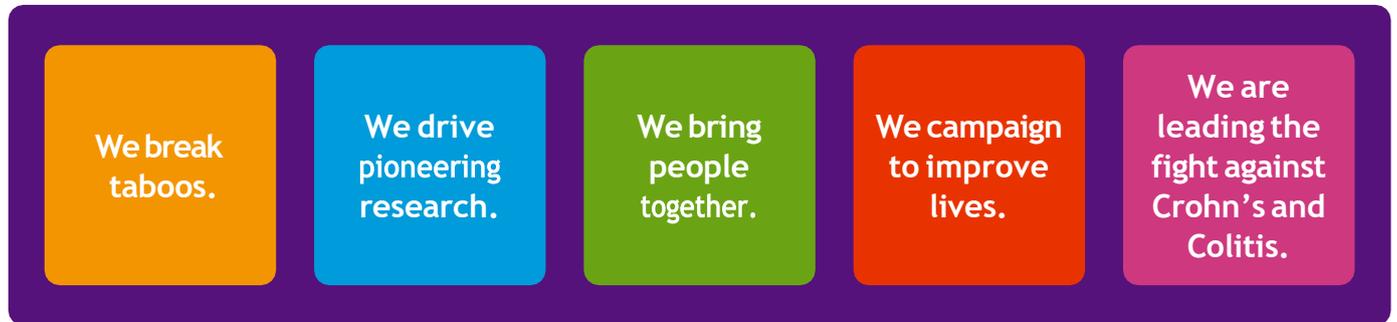
Since I joined as CEO in 2019, I've been blown away by how much the charity delivers for the people it cares for.”

Sarah Sleet

Our Vision

Our vision is improved lives today, and a world free from Crohn's and Colitis tomorrow.

Our mission



- We break taboos.**
- We drive pioneering research.**
- We bring people together.**
- We campaign to improve lives.**
- We are leading the fight against Crohn's and Colitis.**

Founded in 1979 as a patient organisation, we've been there for people affected by Crohn's and Colitis when it matters, playing an instrumental part in providing support, increasing public awareness, and campaigning. But we're not finished yet. Here's a snapshot of our work:



Campaigning

Our Cut the Crap campaign, launched in November 2022 across the UK. Every year, 25,000 people are diagnosed with Crohn's or Colitis. But we know that more than a quarter wait for over a year for a diagnosis with nearly half ending up in A&E while waiting.

Delays in diagnosis affect people's ability to continue education and work, limits their treatment options and increases their risk of being hospitalised or needing emergency surgery. Despite clear patient need, increased clinical risk and rising costs to the NHS, improving the diagnosis of Crohn's and Colitis remains at the bottom of the health agenda.

Through our Cut the Crap Campaign, we're working with politicians and policymakers, healthcare professionals and health leaders to make early diagnosis a reality so people can quickly receive the best possible treatment.

The launch of our new 30 second online symptom checker will hopefully help people take control of their health.



Advocacy

We campaign for a better quality of life for people with Crohn's and Colitis. And we speak up on issues from employment to health policy, and from transport to toilets. We work with the NHS to benchmark and improve standards of care, using the findings as a launchpad for our discussions with health leaders and governments to change things for the better.

Services

People across the UK rely on our up-to-date information and helpline services to provide the reassurance and guidance they need to live well with Crohn's or Colitis. Our 58 publications and information pages cover many areas of life with the conditions, from medication to surgery, from school to employment and from relationships to mental health. All our information is peer reviewed, medically accurate and based on the latest research available.

Each year, our professional helpline team respond to over 15,000 queries via email, phone, social media, and live chat. They provide clear, accurate, and balanced information to those who need it, as well as signposting to a range of reliable services.

“

At a time when the public services are stretched and not always able to offer the support needed, this free helpline is providing a great service.”

“

On all occasions I've contacted them, they've helped me understand my disability better, thank you.”

Our commitments

We're dedicated to our mission. We innovate and adapt to ensure we are finding new and improved ways to make a real difference to the lives of people with Crohn's and Colitis. For over forty years, we've supported the community and shaped the conversation about Crohn's and Colitis. We continue to be here to give people affected by Crohn's and Colitis hope, comfort, and confidence. We make their voices heard and help them live freer, fuller lives.

As we grow our ambitious plans, we are making strides to become fully inclusive in our approach and have commenced an anti-racism programme alongside our recently reviewed EDI policy.

“

It's a pleasure to be a member of the EDI working group. Involving a diverse range of people in all areas of our work is vital. It helps ensure the research and services we fund helps all sections of our community. The focus being placed on diversity and inclusion by Crohn's & Colitis UK is both timely and important.

”

Nikul

The future

In our strategy (2022-2024), we make the following promises to everyone affected by Crohn's and Colitis, and our staff are united in their commitment to see them through for the benefit of our community.

- We will advocate for the changes in everyday life that our community tell us they need and we will gather the evidence to back those changes.
- We will make our information and support more accessible than ever.
- We will drive vital research to deliver long-term solutions for long-term relief.
- We will ensure that everyone affected by Crohn's or Colitis can see themselves in our work and feel supported in a positive and professional way.

These goals give us the direction and drive for the charity's future, and we hope they'll inspire you to join us at the start of this exciting next chapter.

So, what can you expect as we embark on this journey?

Despite our long history, this is a period of exciting change for Crohn's & Colitis UK. We need a strong, adaptable, and resilient team of individuals to help drive our work forward and create a step change for people with Crohn's and Colitis.

It's a bright, ambitious future and you could be part of it.



How we work

Our values are fundamental to how we treat our staff and supporters, shaping everything we do and underpinning our decision-making. This is how we make sure we're there for people who need us.

If you're ambitious, compassionate, and believe in the power of uniting to be stronger together, we might just be the place for you.



Every day we strive to make the greatest impact possible on the lives of people with Crohn's and Colitis. We are experts in our field and work hard to make a difference - we are relentless in striving for improvement.



We are rooted in empathy and kindness. We're there for everyone living with Crohn's or Colitis, and when people turn to us for information and support, we listen.



We're a community, and we work together with the aim to help people support themselves. We learn from everyone we work with, and we are always looking for new ways to collaborate and develop together.

With our values in mind, we are naturally committed to equality, diversity, and inclusion (EDI). We're working hard to reduce and remove barriers to working here, guided by industry best practice and our recently reviewed EDI Policy.

We value equality and want to make sure we get the best person for the job every time so want to hear from people of all backgrounds and with a range of experiences.

Are You IN?

We lead by example in our approach, committing to support people with invisible disabilities and conditions like Crohn's and Colitis.

One of the ways we do this is through our Are you IN? programme, committing to:

- educate all employees on invisible conditions, specifically, Crohn's and Colitis.
- empower managers, HR, and people living with invisible conditions and disabilities to talk with confidence.
- enable access and install Not Every Disability is Visible accessible toilet signs in our company accessible toilets.



Looking after our staff

Pay and progression

We review all salaries annually, based on lots of factors. We look at an individual's contribution, development against our competency framework, cost of living, and market benchmarking.

We're committed to the training and development of our employees. We have a performance review and development scheme designed to help all staff develop in their roles and budget is available for training related to each role or progression. Financial support and/or study leave may also be offered to individuals where appropriate.

Giving you options

We are based in Hatfield, Hertfordshire, which is easily accessible by road and rail. Our informal, open plan office space is available for all staff to use during office hours. However, we've learned from the pandemic that we can work very effectively from home as well.

In this role, there will be times when you'll need to be at face-to-face meetings, but there is plenty of scope for a hybrid approach and working from home. If you want to be considered for the role but are worried about location, talk to us!

For staff who work out of the Hatfield office regularly, we know that routine travel to and from work can be expensive and you may want to buy annual tickets to reduce this cost. We offer an interest free loan for season tickets, repaid directly from your salary each month and our cycle to work scheme lets staff buy a bike in installments so you can travel in the way that best suits you. Our office provides free parking and secure bike locks.

Your wellbeing as a priority

All staff have access to our Employee Assistance Programme which provides training, information, and counselling sessions for a range of issues both inside and outside of work. This free, confidential service is available by phone and online 24 hours a day, 7 days a week, 365 days a year.

Our wellbeing programme consists of events for all staff, exploring mental health and wellbeing-boosting activities in a safe, supportive environment.

These activities are supported by our Wellbeing Policy which outlines best practice and prioritises the mental health and wellbeing of our staff.



The role

Job Level: Implement

Reports to: Community & Events Manager

Overall Purpose

To develop and implement Crohn's & Colitis UK's bespoke fundraising events programme. The role will require you to project manage all elements of the events from conception to delivery. You will manage relationships with a range of individuals from suppliers, supporters, volunteers and senior management, and provide fundraising data insight and analysis to ensure the best possible return on investment and net profit for the charity.

Job Responsibilities

1. Events / Project Management

- Drive forward the planning and management of our bespoke events programme, with a clear rationale in order to maximise ROI and optimise supporter experience.
- Co-ordinate all elements of deliverables for bespoke events including in person events, Facebook Challenges and virtual events hosted on 3rd party platforms.
- Optimise income by developing effective and outstanding multi-channel supporter journeys for all events.
- Prepare and agree campaign strategies to meet specific objectives within the Community and Events Business Plan
- Prepare and agree all briefs and supporting documentation required for events, taking responsibility for liaising with all internal and external stakeholders to support this and ensuring these stakeholders are provided with all required information for the successful delivery of the event.
- To manage relationships with external agencies and suppliers, to ensure the effective and timely delivery of fundraising events.
- Take responsibility for onboarding any new events internally, working with colleagues from Operations, Supporter Engagement, Marketing, Communications and Digital etc.
- Deliver excellent event experiences for our event participants .
- To work closely with the Marketing and Communications team to actively ensure events are marketed to maximise the events' potential for success.
- To attend and manage events as needed.

2. Communications and Relationships

- Prepare all briefs and supporting documentation required for events including risk assessment.
- Work closely with our Supporter Engagement Team to ensure they are fully briefed on communications required, and able to answer queries from participants. Communicate with event participants who have complex questions and ensure a top-quality service.
- Take responsibility for liaising with all internal and external stakeholders, ensuring

stakeholders are provided with all required information for the successful delivery of the event.

- Manage relationships with external agencies, designers and suppliers, to ensure the effective and timely delivery of recruitment campaigns.
- Build excellent working relationships with key suppliers. Working with the manager, ensure we have appropriate contracts in place and proactively and regularly assess the efficiency and value of suppliers to ensure we are always securing the best deal.
- Write compelling web content for all Events and develop fundraising resources where needed, keeping these maintained and updated in line with marketing plans.
- Optimise income by working closely with the Supporter Engagement team to provide appropriate fundraising support and to develop tailored supporter journeys, with particular focus on email communications.
- Develop clear and engaging marketing materials to enhance recruitment and income generation.
- Produce engaging marketing emails using our e-comms platform (currently dotdigital), working with the Digital team to analyse and track success.
- Identify and develop relationships with key supporters and fundraisers and ensure they feel valued and supported by the charity.
- Engage internal stakeholders and the wider organisation with Events and products through creative and innovative means.

3. Insight, Analysis, Finance and Budget

- Work with the Supporter Engagement team to ensure the data in our CRM (Dynamics 365) is accurate at all times.
- Work closely with the Supporter Engagement and Operations Teams to set up events correctly, ensuring all coding is accurate and up to date, to help generate marketing lists, enable effective fulfillment and enhance reporting.
- To regularly monitor, evaluate and analyse events, providing regular results and prioritising recommendations for strategy development based on data-driven insight.
- To help monitor monthly management accounts and key performance indicators and to undertake reforecast, providing commentary for the Manager / Head of / Director as required.
- To ensure that invoices are appropriately matched, coded and authorised.
- To ensure financial records are maintained in accordance with VAT and Inland Revenue Regulations.
- To take an active role in the preparation of annual plans and budgets, utilising experience and past results to inform recommendations and the preparation and creation of budgets and detailed activity plans.

4. Diversity & Inclusion

- Ensure equality, diversity and inclusion and the voices of those with Crohn's and Colitis are considered in all aspects of supporting the charity's operations.

5. Charity Responsibilities

- Represent Crohn's and Colitis UK at events as required.
- Work in line with the charity values and maintain the reputation and standing of the charity.
- Ensure compliance with charity policies and all relevant legislation.

The purpose of this job description is to focus attention on the most important aspects of the jobholder's role. It is not intended to be a complete list of the duties; therefore, it is to be expected that the day-to-day performance of the job will include tasks not listed above. The list of duties for which the jobholder is responsible may reasonably be varied or added to at the discretion of the charity.

What you'll bring

Knowledge, skills & attitudes

Essential:

- Substantial experience working in events fundraising (or comparable transferable experience).
- Experience of delivering virtual events or Facebook Fundraising events for charity.
- Excellent communication skills, both verbal and written.
- Excellent project and time management skills, with the ability to effectively manage competing priorities whilst keeping to deadlines.
- Experience of working with databases e.g. Dynamics CRM, Raiser's Edge etc
- A highly effective and approachable networker with a proven track record of building excellent relationships with internal and external stakeholders and third parties.
- Target oriented with experience of budgeting and financial management.
- Marketing experience.
- Strong team player.
- Experience of working on cross team projects.
- Attention to detail and a high level of accuracy.
- Passionate about helping charities achieve their vision and mission.

Desirable:

- Knowledge of fundraising regulation and best practice relating to mass participation events.
- Experience in developing and taking a new mass participation fundraising product to market.
- Experience of developing new events, from idea to post event evaluation.
- Experience of project management tools.

Attitudes:

- Calm, consistent and flexible approach to work.
- A commitment to the principles and objectives of Crohn's & Colitis UK, being able to represent the Charity professionally both internally and externally.
- Enthusiastic approach to work and highly self-motivated.
- Ability to work both independently and as part of a team.
- Solutions focused.
- A commitment to working together to achieve a desired outcome



What we offer

Salary & Location

The salary for this position will be £30,000 - £35,000 (35 hrs FTE) per annum, depending on experience. This role is Hybrid/Remote and you will be required to attend Hatfield Head Office for a minimum of 2 days per month plus some Team/Company meetings and events.

Annual leave

All staff receive a full time annual entitlement of 25 days. This increases by one day for each year worked, up to a maximum of 30 days. This is in addition to bank holiday days.

Flexible pension contributions

Staff are automatically enrolled into our Group Personal Pension Plan after 3 months, which is offered with two levels of contribution, as outlined below.

Employer contribution % of basic annual salary	Length of pension membership	Employee contribution % of basic annual salary
5%	On joining the scheme	3%
8%	After 6 months the member can choose to move up to this band or stay on the initial rates	5%

Hours

Our standard working hours are 35 per week and core hours are 9am to 5pm. However, there may be flexibility around these hours with manager agreement. Several roles are undertaken on a part-time basis, and we are open to discussing working arrangements that suit the role, business need and the person in post.

Additional benefits

We also have a range of flexible, family-friendly policies including enhanced maternity, adoption and paternity pay.

What's next

We hope this pack has inspired you to join us and given you all the information you need to take the next step.

However, if you have any questions about what we do here, the role or need more practical information, don't hesitate to get in touch with Claire Milloy by emailing her on

Claire.milloy@crohnsandcolitis.org.uk

If you've got everything you need and you're ready to apply, please send your CV and supporting statement to

jobs@crohnsandcolitis.org.uk.

Your statement should give examples of how you meet the criteria of the person specification, and what you feel you would bring to this role.

You can also post your application to:

Human Resources
Crohn's & Colitis
UK Helios Court
1 Bishops Square
Hatfield
Herts
AL10 9NE

Final closing date: Monday 29th April, 9.00am

Please note, applications will be assessed as and when they are received, and interviews arranged, so we may close the position before the closing date if a suitable candidate is found.

Please Note:

Failure to provide a supporting statement will result in your application not being considered.



Thank you for
your interest

You can follow us on social media

[f/crohnsandcolitisuk](#) [@CrohnsColitisUK](#) [@crohnsandcolitisuk](#)

www.crohnsandcolitis.org.uk

Registered charity in England and Wales Number 1117148, Scotland Number SC038632.

**CROHN'S &
COLITIS UK**