

Senior Fundraising Manager – Mass Participation Events

Reports to	Chief Executive Officer
Hours	37-hour week 9am to 5.30pm Monday to Thursday and 9am to 5.00pm Friday The role will require some evening and weekend work
Holiday	23 days (plus bank holidays) For each completed year of employment with the charity, you will be entitled one additional day up to a maximum of 28 days per annum
Location	TOIL will be given for weekends and Bank Holiday worked
Context	
As a charity that works to empower children and young people who are blind or partially sighted, you will need to share our passion for supporting people to live life to the full.	
<p>This is a crucial role for VICTA. As a Senior Fundraising Manager with expertise of mass participation events, you will play a pivotal role in the development, delivery and expansion of VICTA’s mass participation events strategy and portfolio including our flagship event – the TCS London Marathon. You will be an innovative thinker with the ability to review our existing supporter base, the market environment and identify opportunities for supporter acquisition, engagement, and retention. You will work closely with internal teams and external partners to ensure seamless delivery, exceptional supporter experiences, and continuous improvement across the programme. This role is key to driving income growth through strategic planning and operational excellence. As someone who can think independently, finds it easy to build relationships with others and is calm in a crisis, you will have a passion for making a difference and are happy to get your hands dirty.</p>	
Main duties	
Working collaboratively, you will support an integrated approach to the development and implementation of VICTA’s fundraising strategy ensuring maximum participation and income generation from our flagship fundraising event – the TCS London Marathon. You will develop and innovate our processes and ways of working to ensure we are creating the best and most effective supporter experiences to build long term engagement. With responsibility for optimising our fundraising activity, you’ll also work to prototype, test, and launch new challenges/bespoke events. An experienced manager, you’ll manage competing demands to continue improving existing activity while innovating and developing a pipeline of new ideas/products.	
Key responsibilities	
<ul style="list-style-type: none"> • Strategy & planning <ul style="list-style-type: none"> - Lead VICTA’s mass participation portfolio confidently and autonomously, demonstrating your ability to inspire others with a clear vision for our planned growth - Lead on the delivery of our flagship fundraising event, the TCS London Marathon including recruitment and onboarding of new runners, stewardship of runners, budget management, event planning and logistics, volunteer management, and evaluation and reporting on associated events, taking learnings forward to improve future events - Demonstrate your experience of creating excellent supporter experiences, and strong attention to detail by delivering a high performing, optimised portfolio of activity - Contribute to VICTA’s innovation pipeline by identifying opportunities for new events and enhancements building toward a portfolio of products that build brand awareness and inspire our supporters to increase their engagement with us - Ensuring plans are data-driven and aligned with organisational strategy you will lead the development of business cases for investment as well as securing stakeholder buy in for new activity and innovation - Work closely with the Communications Team to shape the development and implementation of VICTA’s communications and marketing strategy 	

- Maintain an excellent understanding of the external Fundraising environment, exploring and implementing new marketing and fundraising opportunities
- Acquisition and retention of supporters
 - Work with the communications team to coordinate marketing plans for acquisition including asset creation for campaigns across digital platforms
 - Develop and deliver seamless multi-channel supporter journeys including onboarding to retain donors, maximise fundraising, and promote further engagement
 - Identify and implement key milestones including welcome communications, fundraising support, and post-event stewardship
 - Maintain effective relationships with colleagues and supporters, maximising retention and long-term value, and identify any cross-team opportunities
- Event management and delivery
 - Demonstrate a strong personal commitment to impact through collaboration, evident in your planning, project management, event administration and approach to communicating with stakeholders
 - As operational lead, make decisions/recommendations on delivery approaches, resourcing, database management and supporter experience within agreed strategic parameters
 - Attend events and represent VICTA in a professional manner
 - Keep up to date with all relevant charitable and legal issues to ensure events comply with legal requirements
- Monitoring and evaluation
 - Apply rigour and your expertise to analyse data and insight, in order to test, evaluate and apply new thinking and continually improve results
 - Routinely monitor fundraising income and expenditure to ensure any issues (actual or potential) that may result in agreed targets not being met are highlighted early and identify any necessary remedial action
 - Use learnings to feed into the ongoing development of the overall fundraising strategy

Key dimensions

- Minimum 3 years' experience in events fundraising or a related role
- Proven experience of delivering events and supporter journeys
- Strong project management and organisational skills
- Experience of working with digital marketing and CRM systems
- Effective communication and stakeholder management skills
- Ability to work independently and manage multiple priorities
- Good understanding of fundraising compliance and GDPR
- Experience of account managing a wide variety of supporters
- Experience managing own workload, prioritising and responding to changing demands
- Excellent numerical and analytical skills with a keen eye for detail, ensuring data accuracy and a strong understanding of reports
- Experience of working to and exceeding financial targets and being accountable for hitting set income targets or putting plans in place to mitigate income losses due to underperformance
- Ability to work proactively and make data driven decisions, able to use initiative and plan and arrange own workload to meet set objectives
- Self-motivated
- Ability to work with limited supervision
- Strong IT skills

The above duties are a guide to the nature of the work required and are not intended to reflect all the tasks associated with the role.