

JOB DESCRIPTION

Sports and Challenge Events Portfolio Manager

Reporting to:	Sports and Challenge Events Team Manager
Direct reports:	None
Hours:	Full time, 35 hours per week
Location:	Hybrid Variable (2 days at Bristol office, 3 days home-based)
Salary:	£35,882

BACKGROUND

Cancer is shocking, overwhelming, isolating... and completely unfair. Especially when you're young. It takes over your life. Treatment is gruelling and your ambitions and dreams – education, relationships, career – suddenly seem very far away.

We get that. That's why we fight tirelessly to stop cancer destroying young lives. Young Lives vs Cancer provide grants and free accommodation close to hospital to help with spiralling costs. Our social care teams are on hand to help families with everything from getting benefits to working with schools and employers. And we want to create positive change in the health system to make sure they get the support they're entitled to.

When you join the Income Generation team, you are signing up to deliver on that promise to children and young people.

It's our job to help families, supporters and donors to maximise their contribution so we can help children and young people face everything cancer throws at them together. We work with other brilliant people across the charity and in communities up and down the UK, using our professional skills, creativity and passion to provide excellent stewardship and achieve incredible things.

THE TEAM

This role sits within our dynamic Sports and Challenge Events team and as part of the wider Mass Participation team. The aim of this team is to attract supporters to the charity by marketing an exciting portfolio of mass participation events, and developing standout supporter journeys and experiences for those that take them on as part of Team Young Lives vs Cancer. You will be part of a team striving to make Young Lives vs Cancer stand out as a sector leading events brand. We're driven, brave and put the supporter experience at the heart of everything we do.

PURPOSE OF THE ROLE

The Sports and Challenge Events team has set ambitious targets for growth over the next three years, embarking on a new strategy to grow supporter numbers, encourage long term support and provide memorable experiences for participants. You will manage a range of third-party mass participation events from event-selection, through acquisition to delivery and evaluation. You will

work with third party event organisers to ensure we choose events that best fit with our strategic goals and drive value and long-term support, testing new event concepts and ensuring our event portfolio evolves Working with our fellow fundraising specialists in the Regional Engagement and Fundraising Engagement and Events teams you will create and deliver long-term stewardship activities that inspire and motivate our supporters to fundraise and be part of Team Young Lives vs Cancer. You will be responsible for ensuring effective and seamless working across a range of teams and stakeholders.

As you would expect, this needs to be delivered to plans and budgets, maximising opportunities so that Young Lives vs Cancer attracts a wide range of supporters, and that excellent stewardship leads to engagement, conversion, value and long-term support.

As this role sits within the wider Supporter Engagement team, we're looking for someone who's passionate about delivering an outstanding experience to all our supporters.

A full UK driving licence is not essential but would be beneficial for this role.

ACCOUNTABILITIES

Strategic portfolio planning

- To strategically manage a portfolio of mass participation events to agreed acquisition and income targets for Young Lives vs Cancer, maximising net income and driving long term support.
- To lead the sustainable development of ambitious income and participant growth within agreed expenditure levels through the portfolio that you manage.
- To plan, monitor and report on your budgeted income with a constant eye on contingency planning to ensure annual targets are achieved.
- Work with Sports and Challenge Events Team Manager to set portfolio strategy and carry out product lifecycle planning within your area, using your knowledge and insight as to past performance and future trends, to make decisions and recommendations about investments and divestments.
- To be responsible for identifying targets and budget projections for each event and producing an overall set of target KPIs for the events you manage.
- You will proactively monitor competitor activity and sector trends, networking and seeking out new opportunities to ensure that our events portfolio is competitive and attractive to supporters.

Acquisition and marketing

- To devise and manage effective mass marketing activities for the events you manage, driving acquisition of both new and existing supporters – you'll work closely with the Digital Marketing team who will help develop and deliver the campaigns
- To work with our Brand and Marketing Communications team to create inspiring assets that attract our target audiences and align with our brand
- To work within your agreed budget targets for delivering marketing activity, keeping a close track on cost per acquisition and being agile to switch activities where and if needed

Event management and operations

- To manage all operational planning for our on the day presence and approach for the events within your portfolio. You will work closely with the Regional Engagement team to deliver on the day presence, and you will attend events that require a sports specialist function
- To manage key supplier relationships in conjunction with those responsible for front line delivery.

- To manage and coordinate presence at any exhibitions, training events or briefs, calling on the Regional Engagement team for local support as required.
- To ensure all risk assessments and operational documents are up to date, recorded and implemented by teams delivering on the day presence and that adequate health and safety measures are in place.
- To ensure effective and compliant legal contracts are put in place, implemented and recorded for all events within your portfolio and that reviews are undertaken.

Managing engagement and stewardship

- You will take a supporter-focussed approach to stewardship; using your relationship management skills and experience to make decisions based on value, long term support opportunities and the drive to deliver memorable event experiences
- events in your portfolio
- You will be responsible for oversight of and tracking the delivery of seamless stewardship plans by a range of teams including the Fundraising Events and Engagement, Regional Engagement and Partnership & Philanthropy teams. You'll monitor the impact of stewardship activity on agreed targets including average gifts and work with our teams to flex and adapt plans if and when needed.
- To support training and development activity around event stewardship and awareness of our events portfolio with stewardship teams to enable their consistent delivery of our stand-out stewardship.
- You will work with the Regional Engagement team to agree on the day activity and support levels, including volunteer engagement. You'll work through the regional team to drive opportunities for local stewardship and cultivation events in the lead up to events within your portfolio as appropriate.
- You will identify, cultivate and oversee strong relationships with external organisations, suppliers and event organisers, including working with our corporate and regional teams to secure sponsorship and corporate support.

Working relationships

- Work effectively with teams from across the Income Generation directorate, and more widely within the charity, to maximise one team working and the provision of legendary supporter engagement and experience
- Work closely with the Regional Engagement and Fundraising Events and Engagement teams to deliver seamless and effective journeys for all supporters
- Build effective relationships with Fundraising Operations team to enable the smooth and consistent recording and processing of all income and with the Finance team to ensure the timely and accurate payment of any costs
- Build effective relationships with the Brand and Marketing Communications team to design and deliver assets and campaigns to drive acquisition and enhance supporter journeys

Gift Aid

Maximise Gift Aid income and ensure full regulation compliance for designated area of work by identifying opportunity, responding to regulation changes or recommendations, implementing quality control and supporting and developing colleagues.

General responsibilities

Everyone working in the Income and Engagement Directorate at every level are expected to:

- Make safeguarding children, young people and vulnerable young adults a priority.

- Take care of your own health and safety and that of others.
- Demonstrate that Young Lives vs Cancer's values are at the heart of everything you do: you are brave; you are confident; you have integrity; and together, across all levels and with our external partners, we are one team.
- Ensure that you treat information and data professionally, using it only for the purposes that Young Lives vs Cancer has said we would; respecting the confidentiality and privacy of our supporters, clients and staff.
- Adhere to the Young Lives vs Cancer's Equal Opportunities policy in all activities. Actively challenge injustice and inequality and promote Young Lives vs Cancer's Diversity, Equity, Inclusion and Belonging strategy to create a better, more diverse organisation.
- Accept that you are personally responsible and accountable for ensuring you understand and adhere to all Young Lives vs Cancer policies and procedures.
- Responsible for leading cross team multifunctional projects as required and any other reasonable duties as directed by or agreed with line manager.

The responsibilities of this post and reporting structure will be periodically reviewed.

Requirements	Essential
<p>Experience</p>	<ul style="list-style-type: none"> • Strong strategic and operational experience within mass participation events • Results oriented and experience of reaching/exceeding targets, and of interpreting and working with financial information, forecasts and budgets. • Experience of programme and project management • Experience of delivering mass participation marketing and acquisition campaigns • Experience of successfully liaising and negotiating with external organisations and suppliers. • Experience of inspiring and motivating customers /supporters and developing audience-focussed plans.
<p>Skills and abilities</p>	<ul style="list-style-type: none"> • Proactive and goal-oriented events programme manager with a strong sense of self-motivation and ambition. • Demonstrates the ability to identify and capitalise on opportunities to elevate supporter experience while effectively driving income. • Ability to build strong relationships, negotiate and influence • Ability to communicate effectively with excellent written skills • A strong understanding of supporter stewardship and ability to deliver stewardship experiences • Analytical and strategic thinker • Ability to make reasoned and sound decisions based on consideration of all the facts and alternatives • Excellent prioritisation and time management skills • Ability to juggle multiple projects at once and expertly prioritise workload • Resilience to manage workload during peak event activity periods • Ability and willingness to work at weekends and evenings when required and to sometimes travel and stay away from home when necessary

Technical skills

- Good IT skills – (MS Office)
- Excellent working knowledge of word processing and spreadsheets
- Knowledge of fundraising good practice and regulation
- Understanding of how to use CRM databases for recording supporter information