

Greenwich & Bexley Community Hospice Job Description

Job title:	Challenge Events Fundraiser
Department:	Fundraising
Reports to:	Fundraising Events Manager
Accountable to:	Director of Income Generation
Location:	Hospice, 185 Bostall Hill, London, SE2 0GB
Management Responsibility:	Supervision of volunteers as required
Salary:	Band 4, £23,140 - £26,447

Job Purpose:

The Challenge Events Fundraiser is a key role in a busy fundraising team, responsible for maximising engagement, support and income generated through third-party and Hospice-led bespoke challenge events.

Passionate about what motivates supporters to engage, you will create thoughtful stewardship plans to maximise on supporter experience, lifetime engagement and income generated.

Your creative nature and excellent knowledge of the challenge event sector will be key as you have the opportunity to explore new exciting events and plan varied marketing to engage new audiences.

You'll be a self-starter and problem solver who is calm under pressure, and driven by excellent organisational skills and a forward-planning approach.

Key Responsibilities:

- Responsible for implementing and developing a varied and commercially successful calendar of challenge events to meet budgeted income.
- To recruit and motivate new and current supporters to participate in challenge events, providing tailored communications to ensure minimum sponsorship levels are exceeded.
- To deliver an exceptional level of customer care with highly personalised communications, to build and maintain relationships with all supporters and develop strong supporter plans, to encourage long term support of the Hospice.
- Review existing Hospice-led and third party challenge events and identify improvements to the calendar.
- Identify, plan and deliver new challenge events/offerings.
- To work with the Fundraising Events Manager to set, manage and deliver on annual income and expenditure budgets for the Sports and Challenges income stream, in line with broadening fundraising strategy to grow the Sports and Challenges income stream.

- To manage delivery of all challenge events, ensuring compliance with Government guidelines, Health and Safety regulations and Fundraising Regulator Code of Fundraising Practise.
- To create detailed and thorough event plans which include event KPI's, contingency plans, and stewardship plans for all new events.
- To produce comprehensive promotion and marketing plans for all third party and bespoke Hospice-led challenge events, using digital, print, multimedia and social media platforms.
- As part of Fundraising Event Team, contribute to the development of the annual Fundraising Events calendar and plans.
- Attendance at challenge events as required, most of which may be at weekends and evenings.
- Deliver presentations on the work of the Hospice and upcoming challenges as required.
- Liaise with and account-manage third party suppliers and tour operating companies.
- To actively liaise and network with other Hospice Challenge Event Fundraisers to gain insights, industry trends and share best practice and knowledge.
- Coordinate volunteer support as required, ensuring appropriate use and attendance of volunteers at challenge events.
- Build on interdepartmental communications with colleagues across the organisation to ensure that all staff are kept informed of the challenge event fundraising programme and relevant activities.
- Use an approved project management approach to provide support for the delivery of delegated projects to specification, on time and within budget.
- Plan and prioritise own varied and demanding workloads and impose appropriate deadlines, applying effective time management skills to ensure these are met.
- Ensure that the best possible customer care is provided to all stakeholders and supporter enquiries/requests are dealt with promptly and professionally.
- Undertake any other duties as required by Head of Fundraising or Director of Income Generation.

Administration:

- Effectively record notes and relationships on fundraising database
 - Maintain efficient filing/recording of information where appropriate ensuring compliance with data protection legislation, Hospice policy and the Code of Fundraising Practise
 - Delivery of Risk Assessments for bespoke Hospice-led challenges
 - Responsible for ensuring Hospice website is kept up to date with challenge event information
 - Respond promptly to all challenge event enquires within 24hours during the working week.
 - Monitor monthly income and expenditure and report on individual events, evaluating financial success and future viability, as well as planning for underperforming income streams.
 - Evaluate and monitor current charity challenge event trends, practises and competition. Critically review events and apply findings to maximise potential for future
 - To provide comprehensive evaluation of each event with insights and analysis of data.
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Challenge Events Fundraiser

Person Specification

	Essential	Desirable
Education & qualifications	Good standard of education to A-level or equivalent	A Valid Full UK Driving Licence.
Knowledge /experience	<ul style="list-style-type: none"> • At least one-year experience in a similar role. • Experience in a working environment of interfacing with a variety of people delivering excellent customer care. • Experience of working to targets and identifying opportunities for development. • Experience in producing and working to project/event plans • Experience of databases • Excellent standard of computer literacy, including: Full Microsoft Office suite • Understanding of the importance of excellent donor care processes and personalised communications 	<ul style="list-style-type: none"> • Experience/ knowledge of working in a fundraising setting • Knowledge and understanding of the requirements of the data protection legislation and confidentiality. And how it applies to role. • Knowledge and interest in challenge style events. • Knowledge of social media and an interest to develop in this area. • Experience of working with bereaved individuals
Skills & abilities	<ul style="list-style-type: none"> • Excellent verbal and written communication skills including effective listening and influencing skills. • Able to work as a part of a small team, whilst being able to take initiative. • Good interpersonal skills with the ability to confidently communicate with a wide range of people at all levels. • First class organisation skills with the ability to manage tasks simultaneously and prioritise. • Able to manage time and meet deadlines. • An understanding of marketing principles and how to best promote activities and events in a local community. 	

	<ul style="list-style-type: none">• Able to work flexibly within the requirements of the role.• Ability to organise own workload with attention to detail.• Self-awareness and an ability to ask for support from senior staff• Ability and willingness to learn in post• To be enthusiastic, professional and credible when representing the Hospice.	
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