

Job description

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| Job title: | Challenge Events Manager (Third party and DIY) |
| Team: | Events Team |
| Location: | Hybrid working – Between office location and home |
| Hours of work: | 37.5 hours |
| Contract: | Permanent, full time |
| Benefits include: | 33 days (plus eight bank holidays) 8% employer pension contribution (Aviva) or access to continue NHS Pension Enhanced maternity, paternity, adoption, and shared parental pay Free health cashback plan Free employee assistance programme Learning and development commitment to staff Health and wellbeing commitment to staff |
| Reporting to: | Senior Events Manager |
| Direct report/s: | Challenge Events Executive x3, Challenge Events Assistant x2 |

Background

Today, dementia is the leading cause of death in the UK. By 2025, more than one million people in the UK will be living with this often devastating condition. Millions of us will know someone living with dementia. Many will be directly affected it – as the incredibly difficult role of carer often falls to friends and family members.

Dementia UK is a values driven charity, providing specialist dementia support and advice for families through our Admiral Nurse service. Our nurses help people living with dementia stay independent for longer and support the people caring for them so that they will have the strength to cope with the bad days, and the energy to enjoy the good days.

We value our people so it's important for us to create a working environment that looks after our workforce, enabling everyone to achieve their full potential. You will become part of a diverse and dedicated team, working in an environment where you can collaborate, be respected and thrive.

Purpose of job

To lead the Third Party and DIY Challenge Events Team to deliver a portfolio of events through effective acquisition campaigns and exceptional supporter experiences. To continually identify and maximise opportunities to grow the programme and improve ways of working.

This role will line manage the Challenge Events Team (Third Party and DIY) and will be responsible for their development and learning.

Key accountabilities and responsibilities

1. Strategy and planning

- Work with the Senior Events Manager on developing the strategy for the third party and DIY challenge events programmes
- Translate strategic objectives into operational plans and manage the team to deliver these
- Proactively research and identify opportunities to grow the portfolio, monitoring the market and sector trends, and making recommendations to the Senior Events Manager and Head of Community Fundraising, Events & Innovation
- Evaluate and monitor income and expenditure across the third party and DIY challenge programme
- Use insights to drive new initiatives within the programme
- Work in collaboration with Supporter Experience colleagues on post-event stewardship journey for third party and DIY challenge participants to encourage lifetime value
- Be a third party and DIY challenge events expert, networking with other charities and external stakeholders in the sector

Deliver the Challenge Events (third party and DIY) portfolio

- Support the team to develop and deliver multi-channel marketing plans
- Support the team to develop stewardship journeys for email, SMS and other communication methods using research and insights
- Approve copy and imagery for marketing and stewardship collateral
- Manage the relationship with the corporate partnerships team, ensuring corporate partners participating in third party and DIY challenge events have exceptional experiences
- Support the Challenge Event Executives with the project management of the third party and DIY challenge events
- Identify areas of improvement within the programme and work with the team to develop new processes

Budgets & Finance

- Develop the annual budget for the third party and DIY challenge events programme
- Monitor the budget throughout the year, reporting monthly on performance and providing rationale for any variances
- Prepare a quarterly reforecast of the budget, analysing financial information in order to project future income and expenditure

Relationship Management & Development

- Work closely with teams across Fundraising and Engagement to drive income, collaboration and high levels of engagement around the third party and DIY challenge events portfolio
- Develop strong working relationships internally to drive marketing and stewardship plans, particularly with the Database and Marketing & Communications teams
- Develop strong working relationships externally to negotiate contracts that secure the best value for the charity; and ensure projects are delivered on time and within budget
- Work with the Database and Supporter Care teams to ensure that supporter data is collected and stored efficiently, and post-event analysis is comprehensive

Leadership and people management

- Effectively recruit, train, line manage and develop staff in line with Dementia UK policies and practices, including regular supervision meetings and annual appraisals
- Identify learning and development opportunities including training, coaching and skills sharing to maintain and improve staff performance
- Facilitate regular team meetings and workshops to ensure staff are informed about – and can further develop – progress against objectives

Compliance

- Work at all times in compliance with the Fundraising Regulator's Code of Practice, the General Data Protection Regulation (GDPR), all other relevant regulations, and Dementia UK policy
- Maintain effective relationships with agencies and suppliers and report on their adherence to compliance and best practice.

General

- a) Actively promote the core values of Dementia UK whilst working towards achieving the strategic objectives of the charity.
- b) Have a strong working knowledge of Dementia UK's vision, mission and impact.
- c) To undertake all duties in line with the Dementia UKs policies, procedures and regulations ensuring that the work undertaken actively promotes equality, diversity and non-discrimination.
- d) Undertake any other duties related to the job purpose and which may necessary, as required.

This job description is not exhaustive and is subject to change in accordance with business need.

Person specification

| Essential Qualifications, knowledge, skills, and experience | | | |
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| Criteria | Application | Test | Interview |
| Experience of successfully delivering third party and DIY challenge events programmes, including recruitment of participants, development of supporter journeys and stewardship communications to meet projected income | | | X |
| Experience of working with external agencies on challenge events | X | | |
| Understanding of effective marketing channels and techniques for driving participation in third party and DIY challenge events via digital channels | X | | |
| Understanding of effective stewardship techniques used for increasing remittance rates and maximising average gifts | | | X |
| Understanding of how to use insight, data and market trends to identify opportunities and make recommendations | X | | |
| Experience of using a relationship database to support, inform and report on fundraising activity | | | X |
| Experience of coordinating digital advertising campaigns and analysing results | X | | |
| Experience of budget setting and meeting financial targets | | | X |
| IT literate with intermediate level Microsoft Office 365 applications including Excel, Word, PowerPoint, SharePoint, Teams | | | X |
| Knowledge of charity and data protection laws | | | X |
| Knowledge of the Fundraising Code of Practice | | | X |
| Experience leading projects and guiding and directing other team members to deliver against objectives | X | | |

| Desirable Qualifications, knowledge, skills, and experience | | |
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| Criteria | Application | Interview |
| A Chartered Institute of Fundraising or Chartered Institute of Marketing qualification | | X |
| Experience of using Raiser's Edge | | X |

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| Experience of people management | X | |
| Experience of working with external agencies on challenge events | | X |

| Personal attributes | | |
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| Criteria | Application | Interview |
| Strong project management skills: a logical, analytical and thorough planner with the determination to see tasks through to completion | | X |
| Excellent time management skills: able to manage a wide and varied workload, prioritising key tasks and ensuring that deadlines are always met | | X |
| Strong people skills, having the ability to delegate tasks and provide guidance and support to develop their skills and experience | X | |
| A passion for third party and DIY challenge events | X | |
| Excellent communication skills - in writing, face-to-face and over the phone | | X |
| A team player with excellent interpersonal skills, able to work collaboratively across teams to drive projects forward | | X |
| Strong attention to detail | | X |
| Enthusiastic, can-do attitude | | X |
| Innovative thinker, with excellent problem-solving skills, able to keep calm and make decisions based on evidence | X | |
| Willingness to take on occasional evening and weekend work | | X |

Our values

We listen, learn and collaborate
 We are empowering, supportive and respectful
 We act with integrity, transparency and accountability
 We encourage creativity and innovation