

## **Job Description:**

### **Fundraising Challenge Events Manager - March 2019**

#### **Job Purpose:**

To have overall responsibility for delivery of ambitious fundraising targets from a number of challenge, endurance and other participation events to help achieve the Brain Tumour Research charity income targets.

Reporting to the Head of Community Fundraising (North) you will be responsible for managing and growing a portfolio of appropriate challenge and endurance events. You will recruit new volunteers and develop and grow our supporter base for multiple events including the Virgin Money London Marathon, other promoted national and international events and our own bespoke range of core events.

You will ensure an excellent supporter experience, ensuring they reach and exceed their fundraising targets.

#### **Reports to:**

Head of Community Fundraising (North)

#### **Direct Reports:**

None

#### **Salary:**

c. £30,000 dependent on experience

#### **Hours of work:**

Full time, 9am – 5pm, plus reasonable additional hours in evenings and over weekends necessary to perform duties

#### **Location:**

Office based at Brain Tumour Research Head Office in Milton Keynes and a willingness to travel within the UK when required.

Be prepared to converse sensitively and empathetically with members of the public who may be going through current or recent traumatic experiences

#### **Main duties:**

- Devise an annual operating plan detailing how financial and other targets will be met.
- Research and develop a calendar of own and third-party events, purchasing places in line with an agreed budget.
- Develop and manage an agreed number of Brain Tumour Research core events each year, such as 'On Yer Bike' and 'Big Little Walk of Hope', working in partnership with the Community Fundraising Team to develop teams and participants and

achieve income targets.

- Recruit, manage and develop challenge and endurance event participants, and provide appropriate support to their fundraising activities.
- Steward existing relationships with fundraisers to ensure their support is continued and its value maximised.
- Manage the relationships with employees of existing corporate partners of Brain Tumour Research and increase participation in challenge and endurance events.
- Work with the Brain Tumour Research PR team to ensure appropriate media coverage for challenge and endurance events being undertaken by the participant network.
- Work with the Brain Tumour Research Marketing team to grow the Charity's pool of volunteers and participants.
- Attend, plan and manage pre and post-race receptions for prestigious events such as Virgin Money London Marathon, Prudential RideLondon-Surrey 100 and Great North Run and organise volunteer cheer stations at key points along the course.
- Help promote Sponsor a Day to achieve an agreed number of days sponsored.
- Be responsible for delivering income and expenditure targets and reporting weekly on progress, this to include devising contingency plans should income fall behind target.
- Work with members of the wider Fundraising Team, including Corporate, Trusts & Foundations, Major Donors and Legacy & In mem as and when necessary
- Ensure that central administration systems in place at Brain Tumour Research are complied with and that all information relating to supporters, volunteers and other contacts are correctly entered onto Brain Tumour Research's database
- To ensure that all relevant charity and other legislation is complied with
- To comply with Brain Tumour Research's internal policies as appropriate
- To undertake any other reasonable duties as required by the Head of Community Fundraising (North) and Director of Fundraising