

## Job description

<b>Job title:</b>	Challenge Events Executive (DIY)
<b>Team:</b>	Challenge Events Team
<b>Location:</b>	Hybrid working – Between office location and home
<b>Hours of work:</b>	37.5 hours
<b>Contract:</b>	Permanent, full time
<b>Benefits include:</b>	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
<b>Reporting to:</b>	Challenge Events Manager
<b>Direct report/s:</b>	N/A

## 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 coordinate the programme of supporter-led (or 'DIY') challenge event activity, driving participation and income. You'll be responsible for using your knowledge and insight to spot new partnerships and opportunities, and to deliver marketing plans that drive participant numbers and stewardship journeys that provide excellent supporter experiences and maximise income. You'll keep abreast of

developments in the challenge events market, spotting opportunities and making recommendations on how to grow and diversify the programme.

You'll also be responsible for stewarding the 'DIY' challenge event supporters and will work to provide automated stewardship suitable for the mass as well as bespoke stewardship to the high value supporters. As well as a number of third-party events and their participants.

## **Key accountabilities and responsibilities**

### **Project Management**

- Use project management tools and techniques to plan, organise and deliver the challenge events portfolio
- Use insight and analysis to feed into the development of budgets and plans and the ongoing growth of the DIY programme
- Monitor and report on performance vs budgets, feeding into contingency plans when relevant
- Complete comprehensive event evaluations
- Proactively seek out opportunities to grow our challenge events portfolio, monitoring the market and sector trends, and making recommendations to the Senior Challenge Events Manager and Head of Community Fundraising, Events and Innovation.

### **Marketing & Communications**

- Responsible for delivering marketing plans with a focus on email and digital activity, and coordinating with internal teams to ensure effective and efficient delivery
- Coordinating the production of marketing collateral for events including copywriting, compiling design briefs, and liaising with internal teams and external suppliers
- Monitor and report on marketing activity using appropriate metrics
- Proactively ensure all materials produced are accurate and compliant with relevant fundraising law and data protection policies

### **Relationship Management & Development**

- Work closely with teams across Fundraising, Marketing & Communications to drive income, collaboration and high levels of engagement around the challenge events portfolio

- Develop strong working relationships internally to drive marketing and stewardship plans, particularly with the Database, Marketing and Communications teams
- Develop strong working relationships externally to ensure projects are delivered on time and within budget
- Work with Challenge Events Manager to negotiate contracts with external suppliers, and secure the best value for the charity
- Work with the Database and Supporter Care teams to ensure that supporter data is collected and stored efficiently, so that supporters are thanked appropriately, and post-campaign analysis is comprehensive

## **Stewardship**

- Use insight from previous campaigns and sector benchmarks to deliver stewardship plans that maximise remittance rates and average gifts
- Continually review and improve the processes and systems used to deliver stewardship to ensure efficiency
- Coordinate the production of stewardship collateral including copywriting, compiling design briefs and liaising with internal teams and expert suppliers
- Deliver all aspects of the event day experience when relevant
- Proactively ensure all materials produced are accurate and compliant with relevant data protection and Gift Aid legislation
- Work with the Senior Challenge Events Manager and other teams across Fundraising to develop our approach to driving lifetime value from challenge participants

## **Compliance**

- Work at all times in compliance with the Fundraising Regulator's Code of Practice, Data Protection Legislation, 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

<b>Essential Qualifications, knowledge, skills, and experience</b>			
Criteria	Application	Test	Interview
Experience of coordinating fundraising events or campaigns	X		X
Experience of using a relationship database to support, inform and report on fundraising activity	X		X
Understanding of effective marketing channels and techniques for driving participation in challenge events, particularly via digital channels		X	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	X	
IT literate with intermediate level Microsoft Office 365 applications including Excel, Word, PowerPoint, SharePoint, Teams	X		X
Knowledge of charity and data protection laws			X
Knowledge of the Fundraising Code of Practice			X

<b>Desirable Qualifications, knowledge, skills, and experience</b>		
Criteria	Application	Interview
A CIOF or CIM qualification		X
Experience of challenge events fundraising	X	
Experience of coordinating digital advertising campaigns and analysing results		X
Experience of preparing budgets and scenario planning		X
Experience of using Raiser's Edge		X

<b>Personal attributes</b>		
Criteria	Application	Interview
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	X
Ability to work to work under pressure to multiple deadlines in a dynamic and flexible environment		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

Compassion  
Collaboration  
Ambition  
Integrity