



THE ROYAL MARSDEN CANCER CHARITY

Challenge Events Executive

Job title Challenge Events Executive

Salary Competitive

Hours of work 37.5 per week

Directorate The Royal Marsden Cancer Charity

Accountable to Head of Community Fundraising

Responsible to Senior Community Fundraising Events Manager

Location Sutton, London

Liaises with Community Fundraising, Marketing, Communications, Digital, Finance, Data, Individual Giving, Philanthropy and Corporate Partnerships teams, senior hospital staff, donors, supporters, volunteers and third-party suppliers.

1. Job Purpose

The Royal Marsden Cancer Charity raises money solely to support The Royal Marsden, a world-leading cancer centre. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

The Royal Marsden Cancer Charity has a three-year strategy that aims to significantly grow our income. Along with funding an existing world-class programme of research, treatment and care, we have also launched a new £70 million capital appeal to build The Oak Cancer Centre that will provide radical new solutions for the research and treatment of cancer.

This role presents an exciting opportunity to play a vital role in delivering this fundraising ambition.

You will be responsible for managing a portfolio of third party Challenge events, supporting participants from sign up to completion.

You will be a high performing fundraiser with experience of delivering income growth through effective marketing and supporter stewardship. You will be driven and dynamic and relish the opportunity to deliver significant growth to support the Charity to achieve its ambitious goals.

2. Key areas of responsibility

- Project manage a portfolio of third-party challenge events
- In collaboration with the Marketing team, create marketing plans for each event to inspire and secure supporters
- Develop and deliver excellent supporter communications to drive up income and supporter retention
- Continually evaluate your portfolio of events in order to ensure the achievement of income targets and maintain a sustainable events portfolio, including making recommendations for new mass participation events and initiatives
- Setting the annual budgets for your income streams, providing monthly reports and implementing contingency plans when required
- Working closely with colleagues in Philanthropy, Corporate Partnerships and In-memory to provide challenge events support and ensure seamless stewardship of supporters across teams
- Contributing to the annual strategic planning, including agreeing strategic objectives, KPIs and milestones
- Keep up to date with events/community fundraising initiatives and news from across the third sector to help inform our own activity

General responsibilities

- Forging positive relationships across The Royal Marsden NHS Foundation Trust in order to ensure support for and achieve fundraising and wider organisational goals
- Ensuring that donor records are accurate and kept up to date and that all information relating to donors is produced and stored in line with General Data Protection Regulation and best practice
- Constantly striving for value for money and greater efficiency; advising on the best use of available budget and contributing to the team's annual income and expenditure budget planning process
- Undertaking any other duties that are commensurate with the grading of the post as requested by the Line Manager
- Working closely with other fundraising teams, to support the Charity's overall objectives and targets
- Occasionally attending evening and weekend events, depending on the needs of Community Fundraising supporters and the wider fundraising team

3. Confidentiality and Data Protection

- 3.1 All employees of The Royal Marsden Cancer Charity must not, without prior permission, disclose any information regarding patients or staff (please also see the Charity's policy on Whistleblowing). In instances where it is known that a member of staff has communicated information to unauthorised persons, those staff will be liable to dismissal.
- 3.2 All employees should comply with the Data Protection Act and the General Data Protection Regulation (GDPR) which comes in to effect from May 2018 and sets out requirements for how organisations will need to handle personal data.

4. Health and Safety

- 4.1 All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and the charities policies on health and safety.

5. Customer Service Excellence

- 5.1 All staff are required to support the Charity's commitment to developing and delivering excellent customer-focused service by treating patients, their families, donors, supporters, volunteers and staff with professionalism, respect and dignity.

6. Equality and Diversity Policy

- 6.1 The Royal Marsden Cancer Charity is committed to eliminating all forms of discrimination on the grounds of age, disability, gender reassignment, marriage / civil partnership, pregnancy / maternity, race, religion or belief, sex and sexual orientation.

7. No Smoking Policy

- 7.1 There is a no smoking policy at The Royal Marsden Cancer Charity.

8. Review of this Job description

- 8.1 This job description is intended as an outline of the general areas of activity. It will be amended in the light of the changing needs of the organisation.

9. Employee Specification

Candidates must be able to demonstrate	Essential or Desirable
Experience of managing Challenge Event portfolio	D
Excellent organisation skills and attention to detail	E
Ability to build strong and effective working relationships	E
Proactive and problem solving attitude	E
Experience of implementing new processes to support effective fundraising	E
Excellent communication skills	E
Able to respond sensitively and appropriately to emotional circumstances, including distressed/bereaved supporters	E
Experience of using Raiser's Edge	D
An interest in cancer and health issues, with an understanding of NHS practices and procedures	D
Educated to degree level	D

The above attributes have been identified by management to be necessary for this post, and will be used when short listing applicants for interview.