

Events officer, bespoke events

Directorate

Fundraising, communications and engagement

Team

Community and events

Reporting manager

Events manager, Pink Ribbon Walks

Our charity

We're Breast Cancer Now, the research and support charity. We're the place to turn to for anything and everything to do with breast cancer. However you're experiencing breast cancer, we're here.

The brightest minds in breast cancer research are here. Making life-saving research happen in labs across the UK and Ireland. Support services, trustworthy breast cancer information and specialist nurses are here. Ready to support you, whenever you need it. Dedicated campaigners are here. Fighting for the best possible treatment, services and care, for anyone affected by breast cancer.

Why? Because we believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well. But to create that future, we need to act now.

Overview of the directorate

The fundraising, communications, and engagement directorate at Breast Cancer Now is responsible for communicating, engaging, and fundraising to our key audiences across a range of channels; from people living with or beyond breast cancer and their loved ones, to supporters, corporate partners, policy makers and healthcare professionals. We create and deliver high-quality, engaging information and communications about breast cancer, the impact our work has and ways to engage with Breast Cancer Now. We're led by the voices of people affected by breast cancer and involve them and champion their views and needs across a range of communications and platforms.

We're working hard to build our brand to build awareness, trust, loyalty, passion, and affinity with people affected by breast cancer and to be here for everyone who needs us.

We're responsible for delivering c£40 million gross income annually through our fundraising. We fundraise through a broad portfolio of fundraising products, partnerships, and relationships, all with the aim of delivering sustainable income and

valued relationships for supporters and for Breast Cancer Now for the long term. We work collaboratively across the charity to develop fundraising which shows the impact our supporters have and the change we want to see in breast cancer.

All our work, and our focus is to be here for anyone affected by breast cancer, with support for today and hope for the future.

Our directorate includes teams across:

- brand, marketing, and communications
- digital
- press, PR and celebrity
- individual engagement and supporter operations (incl. supporter experience)
- community and events
- corporate partnerships
- philanthropy and special events.

Job purpose

To support the team and the events manager in the delivery of the bespoke events portfolio, including Pink Ribbon Walks and a new fundraising product. This role will provide logistical and administrative support to maximise net income, participant numbers and repeat participation rates

Key tasks and duties

Event delivery

- Work closely with the events manager to deliver Breast Cancer Now's bespoke event portfolio, with a focus on logistics and participant experience.
- Work closely with the other events officer, the bespoke events management team and the head of events on the creation of the look and feel of the on the day experience of the new fundraising product.
- Work closely with the broader team to develop a stand-out on the day experience for the new fundraising product.
- Liaise with suppliers and contractors regarding event requirements to ensure excellent service and a successful event.
- Be responsible for delivering project areas on time and to budget.
- Work with the digital and fundraising analysis team to put together monitoring and reporting on event performance and analysis of supporter engagement.
- Regular reporting to the events manager on progress of projects.

Marketing

- Work with the community and events marketing team to convert enquires and grow numbers of event participants via a variety of channels. For example, email marketing, digital advertising, social media promotion.

- Work with the PR team to generate engaging and impactful case studies for use in the media and online.
- Support as required on the creation of mailings (email and postal) for marketing purposes, working with the digital and database teams to deploy these mailing.

Supporters and volunteers

- Support the fundraising products team in the creation and delivery of a holistic stewardship experience, maximising fundraising and through targeted and engaging comms across multiple platforms for the new fundraising product.
- Support the delivery of a holistic stewardship campaign for the Pink Ribbon Walks, working closely with the other events officer in the bespoke events to create a comprehensive and engaging experience.
- Support the delivery of an exceptional on the day experience, thereby maximising the lifetime value of supporters and volunteers.
- Recruit and co-ordinate volunteer and staff teams to work at Pink Ribbon Walks, working with the volunteering team where appropriate.

Finance

- Work with the events manager on management of budgets for your project areas.
- Be responsible for reaching financial targets as agreed and adhering to expenditure budgets.
- Track and monitor performance of events within your care and maintain detailed records of key KPIs of recruitment and income.
- Maintain detailed and accurate records on enterprise and raiser's edge, updating communication preferences and registrations where necessary.

Sponsorship and third parties

- Work with the events manager to secure sponsorship and in-kind support for the bespoke events portfolio.
- Manage relationships with, and the work of, external suppliers to ensure they are delivering to budget and expected performance standards.

Compliance

- Ensure events are delivered safely and legally and comply with fundraising regulations.

Cross organisational working and general

- Work collaboratively with teams from across the organisation to ensure that all parties are kept regularly updated of events available and to engage their support and involvement where relevant.
- Be an ambassador at events, supporting the delivery of Breast Cancer Now's vision and ensuring the charity's profile and reputation is enhanced.

- A willingness and ability to travel across the UK and work outside of usual hours (Monday to Friday 9.00am to 5.00pm) to support delivery of the portfolio.
- Adhere to all Breast Cancer Now's policies and procedures.
- Any other duties within the scope and remit of the role, as agreed with your manager.

Person specification

Qualifications and experience

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Experience of successfully delivering bespoke events, including recruitment of participants, development of supporter journeys and stewardship communications to meet net income and supporter retention targets	X	X
Demonstrable experience of building excellent relationships with event participants	X	X
Demonstrable experience of meeting financial targets and use of KPI processes to track progress	X	

It's **desirable** for you to have the following:

	Method of assessment	
	Shortlist	Interview
A full and clean UK driving license	X	
Experience of working in the charity/voluntary sector	X	

Skills and attributes

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Excellent relationship management skills with the ability to build new relationships from scratch and consistently develop and build on existing relationships with supporters and colleagues at all levels	X	X
Strong project management skills and a logical and Thorough planner with the determination to see tasks through to completion	X	X
Excellent time management skills with the ability to manage a wide and varied workload, prioritising key tasks and ensuring that deadlines are always met	X	X
Ability to work under pressure and think calmly		X
Logical and analytical with the ability to record Information consistently and accurately and pull key information to enable sound analysis and suggest areas of improvement	X	X

Ambitious and determined, both personally for your own professional development and for the organisation	x	
Flexible and willing to travel throughout the UK and work outside of normal working hours (including weekend work) when the occasion demands	x	

Knowledge

It's **essential** for you to have the following:

	Method of assessment	
	Shortlist	Interview
Excellent knowledge of the current events market including key trends	x	
Proactive working knowledge of relationship management databases	x	

Role information

Key internal working relationships

You'll work closely with the following:

- Community and events team
- Data team
- Digital team
- Brand team
- Supporter Care team

Key external working relationships

You'll work closely with the following:

- Logistics partners
- Agencies and suppliers
- A broad range of supporters, individuals and groups
- Professional fundraising networks and wider charity networks

General information

Role location and our hybrid working model	<p>This role is based in our London office. However, our hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in 6th Floor, The White Chapel Building, 10 Whitechapel High Street, London E1 8QS (open Monday to Friday)</p>
Induction	<p>It's important you have a positive induction experience and therefore, you'll be asked to consider coming into the office more frequently during your initial period of employment. This will enable you to get to know your manager and team colleagues quicker. This also allows you induction process to be meaningful and comprehensive, allowing for support to be provided more readily. Thereafter you will be able to follow the hybrid working model as described above.</p>
Hours of work	<p>35 per week, Monday to Friday</p>
Contract type	<p>6 month fixed term contract</p>
Medical research	<p>We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when there's no alternatives.</p>
Conflict of interests	<p>You'll be obliged to devote your full attention and ability to your paid duties. You shouldn't engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.</p>
Immigration, Asylum and Nationality Act 2006	<p>You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>
Our commitment to equity, diversity and inclusion	<p>We're committed to promoting equity, valuing diversity and creating an inclusive environment – for everyone who works for us, works with us, supports us and who we support.</p>

How to apply guidance

We hope you choose to apply for this role. In support of your application and in addition to you completing the application form, you're also asked to provide a supporting statement. When doing so please ensure you refer to the essential criteria on the person specification and clearly provide as much information as possible with examples to demonstrate how and where you meet the criteria.

Job description dated January 2025

Find out more about us at
breastcancer.org

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