

Job Description

The merged charity

Breast Cancer Care and Breast Cancer Now have united to create one charity for everyone affected by breast cancer. From April 2019, we'll be the UK's first comprehensive breast cancer charity. From research to care, our new charity will have people affected by breast cancer at its heart — providing support for today and hope for the future. United, we'll have the ability to carry out even more world-class research, provide even more life-changing support and campaign even more effectively for better services and care.

Together, we believe that, by 2050 everyone who develops breast cancer will live and receive the support they need to live well now.

Job title	Events Co-ordinator – Sporting Events
Directorate	Fundraising and Partnerships
Team	Community and Events
Job title of reporting manager	Sporting Events Manager
Job title(s) of direct reports	TBC
Document created (Month and Year)	June 2019

Overview of directorate

The Fundraising and Partnerships Directorate is responsible for engaging new and existing supporters and building relationships with them to enable us to provide the growing income Breast Cancer Care and Breast Cancer Now needs to deliver its vision that by 2050, everyone who develops breast cancer will live and live well. We look to develop long term, holistic relationships with supporters, maximising all the ways they can help – giving or raising money, volunteering, campaigning or helping share awareness messages.

We fund the brightest minds to discover how to prevent breast cancer, how to detect it earlier and how to treat it effectively at every stage. With over 55,000 women and around 350 men being diagnosed each year with breast cancer and over 11,500 women dying from the disease, we urgently need to raise more money to save lives.

Overview of the Team

The Community and Events team consists of four areas – Bespoke Events, Sporting Events and Student Fundraising, Regional Community Fundraising and Central Community Fundraising – and comprises of around 50 people based across London, Glasgow, Edinburgh, Sheffield and Cardiff.

Events can help Breast Cancer Care and Breast Cancer Now meet organisational objectives that go beyond income. They positively impact on the lives of people affected by breast cancer and can often provide opportunities to reach new audiences whilst providing unrivalled platforms for awareness raising.

The Sporting Events and Student Fundraising Team delivers an extensive and well known portfolio of third party events including Virgin Money London Marathon, Great North Run and Prudential RideLondon-Surrey as well a diverse range of sporting events across the UK and beyond.

Job purpose

To maximise net income by supporting the delivery of a varied portfolio of sporting events, engaging supporters in the team and acting as a first point of contact and an ambassador for the organisation.

Key tasks and duties

Supporter Care

- To monitor the Events inbox and phone line, new online fundraising pages and social media and set up new supporters on our database
- To implement the conversion supporter journey for new event enquiries and thank all event participants in a timely, personalised and appropriate manner
- To provide support with excellent relationship building with all participants
- To send out fundraising materials and assist the Sporting Events Officers and Event Managers with the logistical delivery of their events
- Aid the delivery of supporter journeys across the team, building excellent relationships with participants, ensuring they feel well looked after and able to maximise the amount they raise
- Implement post event stewardship journeys to retain participants, delivering repeat, increased and cross sell support for Breast Cancer Care and Breast Cancer Now

Event Delivery

- To fully manage the recruitment, stewardship and delivery of at least one of event within the portfolio
- To facilitate the participation of hundreds of supporters in events across the country, all fundraising for Breast Cancer Care and Breast Cancer Now through the Supported Other Runs function of the portfolio

- To provide logistics support to the Sporting Events team including training days, ballot calling days, expos, cheering points and post-race stalls/events

Marketing

- To work with the Community and Events Marketing Manager to convert enquires and grow numbers of event participants via a variety of channels (e.g. email marketing, digital advertising, social media promotion)
- Work with the Community and Events Marketing Manager to monitor and report on the most effective channels to ensure investment is maximised
- Work with the PR Team to generate engaging and impactful case studies for use in the media and online

Finance and Database

- To be responsible for reaching financial targets as agreed
- 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
- Monitor registrations via the website, reporting on payment processes and cascading key information to the team and other relevant internal parties when required

Sponsorship and third parties

- Work with the Event Managers to understand the requirements of the team for the upcoming events season and secure relevant sponsorship and gifts in kind to support this.

Cross organisational working

- To engage the organisation's supporters in helping to build the Breast Cancer Care and Breast Cancer Now brand and deliver key public health messages
- Be an ambassador at events, supporting the delivery of Breast Cancer Care and Breast Cancer Now's vision and ensuring that the charity's profile and reputation are enhanced
- A willingness and ability to travel across the UK, and occasionally overseas, and work outside of usual hours (Monday – Friday 9am – 5pm) to support delivery of the portfolio
- Any other duties as directed by and agreed with the line manager

Person Specification

Qualifications and Experience

It is **essential** for you to have the following qualifications and experience:

- A working knowledge of relationship management databases would be beneficial
- Experience of building and managing relationships
- Experience of administration tasks with excellent skills in this area
- Experience of working in a fast-paced environment and an ability to work both independently and in a team

It is **desirable** for you to have the following qualifications and experience:

- Experience of working in the charity/voluntary sector

Skills and Attributes

It is **essential** for you to have the following skills and attributes:

- Excellent relationship management skills; able to build new relationships from scratch and consistently develop and build on existing relationships with supporters and colleagues at all levels
- Excellent attention to detail
- Excellent time management skills; able to manage a wide and varied workload, prioritising key tasks and ensuring that deadlines are always met
- Logical and analytical; able to record information consistently and accurately and pull key information to enable sound analysis
- Ambitious and determined, both personally for your own professional development and for the organisation
- Ability to represent Breast Cancer Care and Breast Cancer Now professionally with a range of external audiences including event participants, event suppliers, other charities' staff and members of the public
- Able to work under pressure, keeping calm and thinking clearly

Role Information

Key internal working relationships

You will work closely with the following:

- Colleagues within the Fundraising and Partnerships Directorate
- Colleagues at all levels across fundraising, communications and wider charity

Key external working relationships

You will work closely with the following:

- A broad range of supporters, individuals and groups
- Professional fundraising networks and wider charity networks

General information

Number of posts in the directorate	To be confirmed
Number of posts in the team	10
Location of role	Ibex House, 42-47 Minories, London EC3N 1DY
Hours of work	35 per week, Monday to Friday with the expectation of working out of hours as required for delivering the role, for example community Group evening meetings, breakfast meetings, weekend challenge event activities etc.
Contract type	FTE
Medical research	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 are no alternatives.
Conflict of interests	You will be obliged to devote your full attention and ability to your paid duties. You should not 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.
Immigration, Asylum and Nationality Act 2006	You should not have any restrictions on your eligibility to indefinitely work or reside in the UK.