1. **Post**

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| Post: | Challenge Events Officer |
| Department: | Fundraising |
| Salary: | £23-25,000 (dependent on experience) | Date of appointment: | April 2019 |

1. **Supervisory responsibilities/position in structure**

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| Responsible to: | Events and Community Manager |
| Responsible for: | Events Volunteers |

1. **Main function of job** (Note: in addition to these functions employees are required to carry out such other duties as may reasonably be required)

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| Suggested divisions:1. To manage The Lullaby Trust’s challenge events programme
2. To recruit participants for all challenge events
3. To provide excellent customer care to all challenge participants
4. To work with other members of the fundraising team to support the overall fundraising target
5. To assist with the planning of special events
6. To represent The Lullaby Trust at events
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**4. Main duties** (brief description)

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| Duties/Responsibilities | Level of responsibility: direct or indirect (D/I): |
| **Main Duties & responsibilities** **1. To manage The Lullaby Trust’s challenge events programme*** Produce planning documents and communication plans and for each event
* Manage the logistics and delivery of your events including training days, expos, cheering points and post-race events and recruiting and managing volunteers as appropriate
* Ensure The Lullaby Trust challenge events fundraising is carried out safely and legally and complies with fundraising regulations
* Manage administrative procedures for each event including ensuring all enquirers and participants details are captured and added to Raiser’s Edge and the event consoles promptly and accurately
* Carry out a full evaluation post-event and make recommendations for the future. Action past suggestions when planning future events.
1. **To recruit participants for all challenge events**
* Update and maintain the challenge events section of our website with accurate and inspiring copy
* Work closely with the communications team to create social media plans and any artwork needed to aid recruitment for events
* Create and manage Facebook adverts for fundraising events
* Write, create and send engaging email marketing communications

 **3. To provide excellent customer care to all challenge participants*** Create and send regular inspiring and motivational stewardship communications for your events
* Build excellent relationships with supporters from the point of recruitment through to the completion of their event and beyond through providing advice, support and ideas.
* Co-ordinate with our external fulfilment company to ensure that all event participants receive fundraising materials promptly and to alert the E&C Manager to any stock needs.
1. **To work with other members of the fundraising team to support the overall fundraising target**
* Work closely with the Events & Community Manager to monitor income and assist with budgeting and re-forecasting for Challenge Events.
* Work with the Head of Fundraising to identify potential corporate COY leads / staff fundraising leads from events participants
* Keep up to date with IOF & sector trends and share news and ideas with the fundraising team where appropriate
1. **To assist with the planning of special events**
* Plan and manage Lullaby Trust special events when required, working closely with the Events Committee and senior staff.
1. **To represent The Lullaby Trust at events**
* Be an excellent ambassador for the charity at all times
* Attend events as required (weekend and evening work will be required for which TOIL will be offered) ensuring that the charity’s profile and reputation are enhanced

*Priorities for the year and key tasks are reviewed regularly. They are subject to updates in line with decisions made at the Lullaby Trust’s strategic reviews, and funding requirements.* | DDDDDDDDDDDDIIDIDD |

**5. Requirements to carry out job**

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| Essential or desirable requirement – please indicate against each heading | E | D |
| Qualifications/education required: |  |  |
| GCSE standard Degree/Higher Education  | E | D |
| Competencies required: |  |  |
| Experience of working within a fundraising environmentExperience of working to financial targets and commitment to the achievement of financial targets Commitment to the highest level of donor careCommitment to high standards in all areas of work Diplomacy, with a high level of enthusiasmAble to deal sensitively with bereaved parents who contribute to fundraising initiativesAbility to represent The Lullaby Trust at events and functionsExperience of digital fundraising, particularly the use of Facebook adverts | EEEEEE | DD |
| Specialist training required: |  |  |
| Training will be provided on safer sleep advice and bereavement support issues. |  |  |
| Any particular aptitude/skill required: |  |  |
| Good working knowledge of Word, Excel and Outlook Good working knowledge of Raiser’s EdgeExcellent relationship builder both on phone and in person, able to effectively communicate with donors Ability to communicate appropriately with target audiences across different media (postal mailings, e-communications and social networking sites)Persuasive and effective written style with an eye for detailAbility to form and maintain sound relationships and to work within a teamAbility to plan and prioritise own work load and work to deadlinesHigh level of efficiency, able to cope under pressure | EEEEEEE | D |
| Personal characteristics required: |  |  |
| Self-motivator Target driven Energetic with initiative and drive Friendly, determined, resourceful and professionalEmpathetic approach to the issue of sudden infant deathCommitment to the organisation’s strategic goal to reduce the rate of unexplained infant deaths by 2020 and to support bereaved families | EEEEEE |  |

1. **Special terms**

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| Working hours: | The post is for 35 hours a week and will be based in our Head Office in central London. |
| Benefits | 25 days annual leave pro rata per annum Eye-care vouchers and child care vouchersFree travel loan to work after 6 months The Lullaby Trust offers a salary sacrifice pension scheme to all employees following completion of an interim probation review. We encourage you to contribute at least two and five per cent of your salary and will match up to 5% of this contribution to your scheme. |
| Application details | To apply please email your CV and a cover letter outlining how your skills and experience match the specifications in the job description to hannahp@lullabytrust.org.uk. Please note that CVs submitted without a cover letter will not be considered. |