This post is subject to a satisfactory Criminal Records Bureau (CRB) declaration. A full CRB check may be carried out on randomly chosen declarations which will disclose all cautions, reprimands and warnings as well as convictions.

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| **1. Post** | | | | |
| Post: | Challenge Events Officer | | | |
| Department: | Fundraising | | | |
| Salary: | £22,000 - £25,000 | | Date: | April 2017 |
| **2. Supervisory responsibilities/position in structure** | | | | |
| Responsible to: | | Deputy Head of Fundraising | | |
| Responsible for: | | Events Volunteer / Intern | | |
| **3. Main function of job** (Note: in addition to these functions employees are required to carry out such other duties as may reasonably be required) | | | | |
| The Lullaby Trust provides expert advice on safer sleep for babies, supports bereaved families and raises awareness on sudden infant death. Sudden Infant Death Syndrome (SIDS) is the biggest cause of death in babies over one month old. In England and Wales, about 600 babies die unexpectedly annually and the deaths are referred to the coroner; of these tragic deaths about 230 remain unexplained or only partially explained after post-mortem examination.  The fundraising team at The Lullaby Trust raises income from individuals, events and community fundraisers, corporates and trusts, providing the financial resources for The Lullaby Trust to succeed in its work, and there are exciting challenges and opportunities ahead for the charity.  The post of Challenge Events Officer sits within a successful, friendly and committed team and offers a varied and dynamic role for someone who has at least one year’s experience in Events or Challenge Fundraising.  You will manage, develop and grow key Lullaby Trust challenge events fundraising income streams.  You will carry out the promotion, administration and execution for these events and will work closely with the Deputy Head of Fundraising. | | | | |

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| **4. Main Duties & responsibilities**  To recruit and provide excellent customer care to participants to events, including; The Royal Parks Half Marathon, Great North Run, Skydiving, Fun Runs, Swims and Other Challenges and raise circa £200k.  Produce planning documents, communication plans and post event evaluations for each event  To manage the logistics and delivery of your events including training days, expos, cheering points and post-race events, managing volunteers as appropriate  To ensure a full evaluation of each event including finance, suppliers and participant feedback.  Compose accurate, exciting copy for events in your remit and liaise with our in house designer to produce attractive and enticing materials, to aid participant recruitment  To manage administrative procedures for each event  Ensure all participant and income records are accurate and up to date  Create stewardship communications for your events e.g. emails and letters  To ensure The Lullaby Trust challenge events fundraising is carried out safely and legally and complies with fundraising regulations  Be an ambassador at events (weekend work will be required for which TOIL will be offered) ensuring that the charity’s profile and reputation are enhanced  Attend and input into mind mapping meetings and general meetings as needed  Regularly keep up to date with IOF & sector trends  Undertake any other reasonable duties as may be required | **Level of responsibility (direct or indirect D/I)**  D  D  D  D  D  D  D  D  D  D  D  D  D |

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| **5. Requirements to carry out job** | | | |
| 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 environment  Experience of working to financial targets and commitment to the achievement of financial targets  Commitment to the highest level of donor care  Commitment to high standards in all areas of work  Diplomacy, with a high level of enthusiasm  Able to deal sensitively with bereaved parents who contribute to fundraising initiatives  Ability to represent The Lullaby Trust at events and functions | | E  E  E  E  E  E | D |
| Specialist training required: | |  |  |
| n/a | |  |  |
| **Any particular aptitude/skills required**  Good working knowledge of Word, Excel and Outlook  Good working knowledge of Raiser’s Edge  Excellent 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 detail  Ability to form and maintain sound relationships and to work within a team  Ability to plan and prioritise own work load and work to deadlines  High level of efficiency, able to cope under pressure | | E  E  E  E  E  E  E | D |
| Personal characteristics required: | |  |  |
| Self-motivator  Target driven  Energetic with initiative and drive  Friendly, determined, resourceful and professional  Empathetic approach to the issue of sudden infant death  Commitment to the organisation’s strategic goal to reduce the rate of unexplained cot deaths by 2020 | | E  E  E  E  E  E |  |
| **6. Special terms** | | | |
| Special conditions, eg, working with hazardous substances, equipment, animals: | n/a | | |
| Working in different locations: | Assisting at The Lullaby Trust events outside of the office as and when required (TOIL will be given) | | |
| Benefits | 25 days annual leave; eye care vouchers; free travel loan after 6 months; employee-contributed pension scheme available after 6 months | | |
| Potential interview dates | ASAP | | |