

## Product Manager – Events (Maternity Cover)

- Fixed-term contract for 12 months
- Homebased however, occasional travel will be required as part of this role (may include team meetings or other work-related meetings)
- Salary circa £40,000 per annum (inner London weighting £3,299 per annum or outer London weighting £1,755 per annum may be applied in accordance to where you live)
- 35hours per week

### **Stroke Association. Rebuilding lives after stroke.**

When stroke strikes, part of your brain shuts down. And so does a part of you. That's because a stroke happens in the brain, the control centre for who we are and what we can do. It happens every five minutes in the UK and changes lives instantly. Recovery is tough, but with the right specialist support and a ton of courage and determination, the brain can adapt.

We believe everyone deserves to live the best life they can after stroke. And it's a team effort to get there.

We provide specialist support, fund critical research and campaign to make sure people affected by stroke get the very best care and support to rebuild their lives.

**We're working to improve the diversity of our team.** Because we know that individuality leads to a richer experience for our people and better support for those affected by stroke.

We strongly encourage people from all backgrounds to apply. And we're particularly looking to increase the number of applications from those with lived experience of stroke and those from under-represented communities.

Every five minutes, stroke destroys lives. Help us rebuild them and join our team.

We're looking for an enthusiastic and motivated Events expert to lead the Products Team (Mass Participation Products & Events). Reporting to the Head of Growth & Acquisition, you will lead a team of 5 Product Officers to develop and deliver an exciting portfolio of virtual, social, owned and third-party events.

You will be responsible for the strategic evolution and management of our growing events programme maximising income generation and ROI. You will work closely with stakeholders across the Stroke Association to ensure all supporters receive an excellent experience and begin a lifelong relationship with the Stroke Association.

Key responsibilities will include:

- Delivering our brand-new owned walking event to confirm proof of concept, followed by reviewing and agreeing its future potential.
- Support and develop the Products Team in their roles to deliver a successful annual program of events and products to achieve agreed income and growth targets.
- Support the team to action development plans for our non-partnered and challenge events portfolio.
- Develop growth within the virtual and social portfolio – following a less is more approach.
- Implement stewardship recommendations and journey mapping.
- Manage the Product Team budget, monitoring, mitigating risk and reforecasting.

You will have experience of:

- Managing a range of events & products including owned, third party and virtual.
- Managing high volume multi-channel marketing campaigns
- Budget management, planning, and reforecasting
- Leading a team to successfully exceed income and recruitment targets

What we can offer:

- To be part of a fantastic supportive team.
- Work for an organisation that values a positive and inclusive culture.
- Great supportive culture with generous professional training and development programmes.
- Fully remote working.
- Competitive salary £40,000 PA excluding London weighting.
- 25 days off each year (pro rata) from day one, plus Bank Holidays.
- Option for full time colleagues to compress hours.
- Healthcare cover.

To fulfil the role you must you must be resident in the UK and have the right to work in the UK.