

WHAT'S THE ROLE?

SPORTING EVENTS MANAGER

I support the Assistant Head of Events & Community Fundraising to generate income for the charity through our Sporting Events programme of walking, running and cycling activities.

I will lead on the strategy and delivery of our flagship walking event, March for Men, with a key focus on co-creating and delivering a robust marketing plan. I take accountability for the performance of the event, ensuring that all stakeholders meet their responsibilities and deadlines to drive fundraising income. I will also be working with an external delivery partner to ensure the event is delivered to the highest possible standard.

It's an exciting time for the charity, as we review and deliver a new 3-year Fundraising Strategy. In addition to the lead role of March for Men, there may be additional charity-owned events that will fall under your remit, in addition to supporting the delivery of the Third-Party event programme.

IN THIS ROLE YOU'LL...

- Lead on the development and growth strategy of our flagship walking event, March for Men.
- Project manage March for Men; co-creating and managing the recruitment marketing plan, delivering the supporter journey to drive participant value and working with an external delivery partner to deliver the on the day experience.
- Drive and report on operational plans and budgets to generate medium and long-term sustainable income, taking responsibility for team outcomes including financial and key result reporting.
- Use insight into motivations, interests and needs to understand how to inspire and engage customers. Ensuring data and insights are at the heart of our team approach.
- Use data and insight to optimise performance and maximise return on investment throughout the portfolio of activity.
- Inspire and motivate the team to deliver sector-leading events and stewardship, ensuring objectives are set and met, and supporting the team in their development.
- Work collaboratively across the organisation (e.g. Fundraising, Communications & Services), to identify shared opportunities to maximise impact for the work we do.
- Work closely with the Black Healthy Equity Team to increase representation across our activity portfolio, with a focus on March for Men to ensure it's a diverse and inclusive event.
- Ensure we are compliant with all fundraising regulations; identify and manage risk.
- Maintain high quality data, making sure information is gathered and recorded in line with the requirements of the General Data Protection Regulation, ICO and Prostate Cancer UK Data Protection Policy.

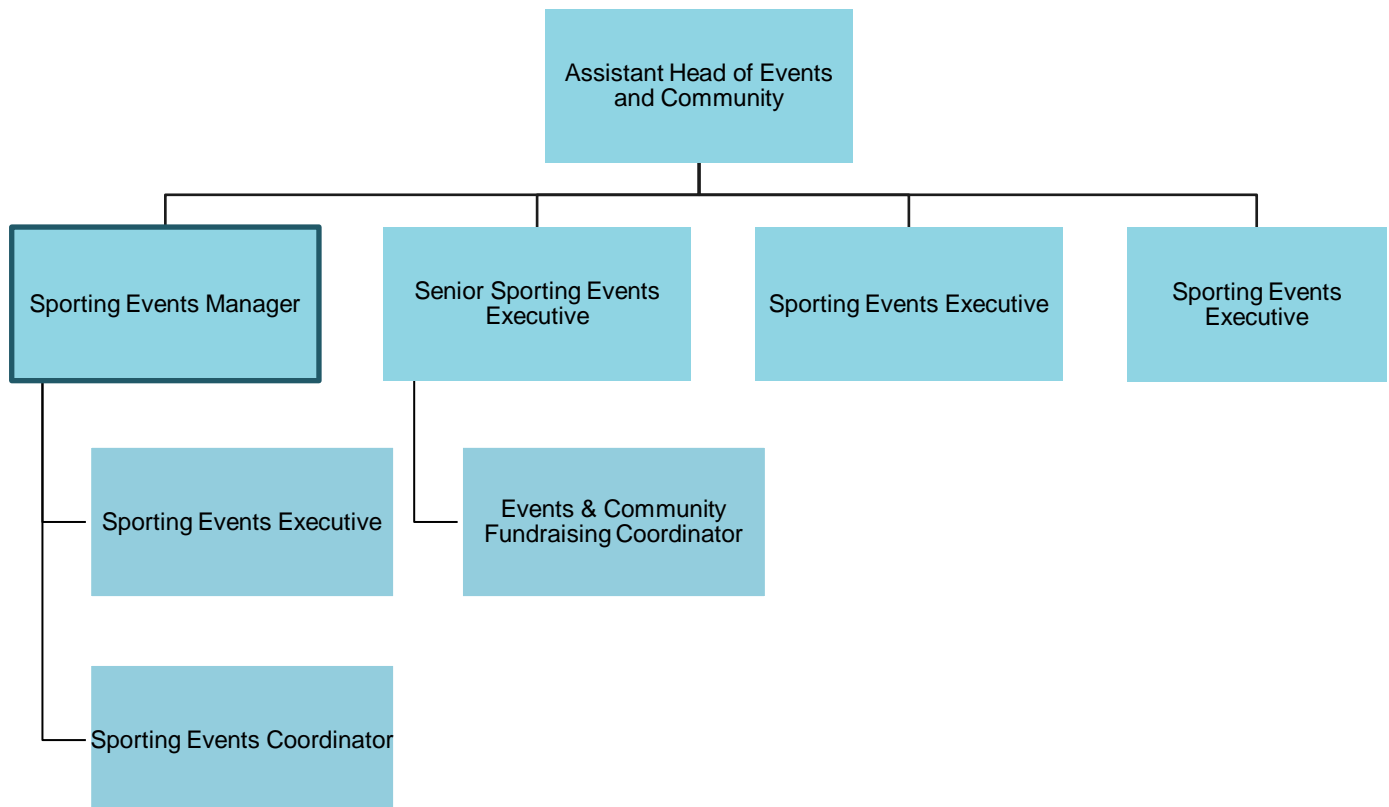
WHO YOU ARE...

- Excellent organisational skills to support complex activity streams – using own initiative when required and able to manage multiple and competing priorities and deliver in a fast-paced environment
- Experience in delivering and managing large scale fundraising events
- Experience in project management, leading complicated programmes with multiple partners
- Experienced people manager, able to motivate and manage a team to deliver excellent results
- Experience of engaging with a range of stakeholders and managing relationships right up to the most senior levels
- Experience of effective budget and external supplier management
- Strong working knowledge of the fundraising events sector
- Knowledge and experience in providing sector-leading participant experience
- Experienced at developing and managing strategic projects – working across teams and organisational boundaries to identify new ways to optimise efficiency and effectiveness
- High level of strategic thinking, planning and evaluation.
- Excellent prioritisation skills, based on an understanding of organisational strategy and the charity sector
- Able to work flexible hours across the UK including evening and weekend working as appropriate
- Good understanding of the charity fundraising market including the various fundraising methods and mechanics
- Good working knowledge of Microsoft applications, including SharePoint.
- Excellent communicator – confident and competent to communicate with a range of key internal and external stakeholders
- Actively promotes our commitment to equity, diversity, inclusion and allyship.

YOUR ROLE: THE NUTS AND BOLTS

- Your line manager:** Assistant Head of Events and Community Fundraising
- Job level:** Band 4 - Manager
- Contract:** Permanent
- Hours:** Full time; 37.5 hours per week - We're happy to consider requests for flexible and part-time working on hiring.
- Budget:** Income: c. £3.3 Million, Expenditure: c. £1.1 Million
- Location:** Hybrid working – a combination of remote and in-person working at our London Bridge office. You'd need to be in the office one day per week, including every other Wednesday for our team day. We may also need you to come in for specific meetings.

WHERE DOES MY ROLE FIT IN THE ORGANISATION?

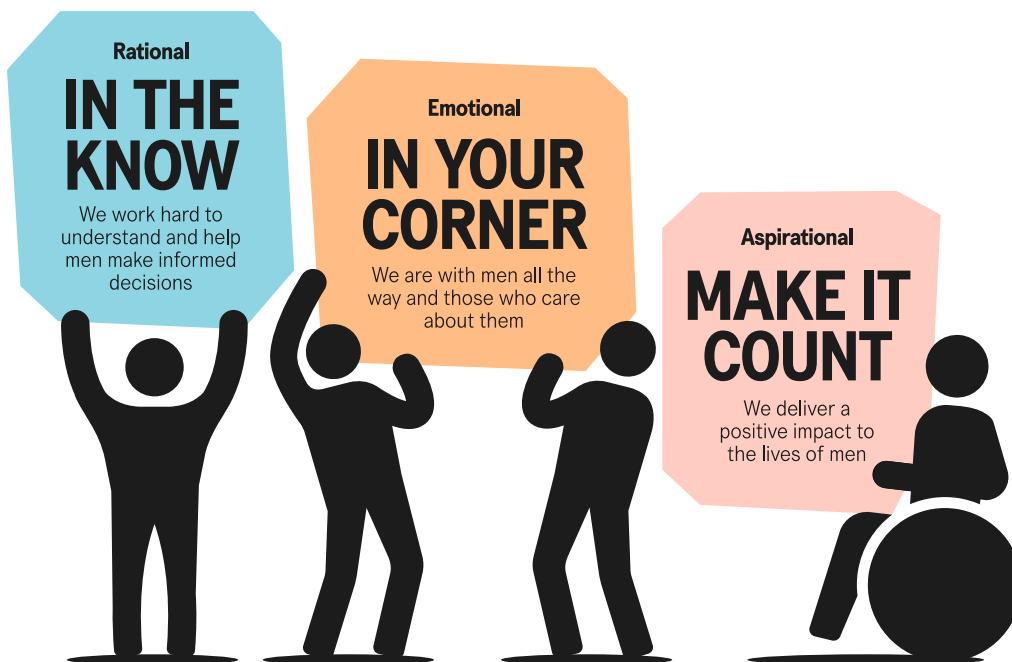


OUR CULTURE

VALUES AND BEHAVIOURS

Our values and behaviours help us make decisions, work together and guide the sorts of conversations we have on a day-to-day basis. They underpin our brand identity and give us a shared understanding of who we are and how we work together to create positive change, every day.

OUR VALUES



OUR BEHAVIOURS

RATIONAL	EMOTIONAL	ASPIRATIONAL
GENEROUS WITH KNOWLEDGE Switched on and well-connected, we share our expertise and make informed decisions.	GOT YOUR BACK Unembarrassed and reassuring, we listen, understand and stand up for those in need.	DO WHAT MATTERS Impossible to ignore, we focus on what matters to drive results and maximise our impact.
NATURALLY CURIOUS Constantly learning and hungry for knowledge, we challenge and push for answers.	OPEN TO ALL Inclusive and open-minded, we recognise everyone is unique and embrace different perspectives.	NEVER SETTLE Fired up and determined to make a difference in everything we do – and driven to give our best.