

<b>Job title:</b>	Challenge Events Manager
<b>Location:</b>	Head Office, London, SE1 (min 2 days per week)
<b>Department:</b>	Development
<b>Reporting to:</b>	Head of Challenge Events and Community Fundraising
<b>Salary:</b>	£34,000 – £38,000 per annum

### Main purpose of role:

To lead and oversee the Challenge Events Portfolio and management of the Challenge Events Team. To achieve agreed fundraising targets and objectives through the delivery of a series of high quality events. The main focus will be:

- Leading on and providing key and intensive reporting to the Head of Challenge Events and Community Fundraising, concerning the planning and implementation on all aspects of our third-party Challenge Events and owned Pedal, Paddle, Peak event
- Focus on accelerating growth of the Challenge Events Portfolio, including third party challenges, and our owned event series (Pedal Paddle Peak)
- Management of the Challenge Events Portfolio income and expenditure budgets
- Line Management of two Challenge Events Officers and sub management of colleagues who support the Challenge Events Portfolio

### Main tasks and responsibilities:

- Line management of two Challenge Events Officers who project manage events within the Challenge Events Portfolio such as (not limited to) the London Marathon, Great North Run, Pedal Paddle Peak (Snowdon), London Landmarks, Ultra Challenge series and Running Portfolio.
- Project manage and grow MDUK's Pedal Paddle Peak adventure challenge in the Lake District through recruiting teams, organising logistics with our event partners, and providing stewardship to fundraisers to hit budget income targets.
- To work on developing the Pedal, Paddle, Peak Series to grow income and participation, by exploring corporate partnerships and potential new locations.
- Working with the Head of Challenge Events and Community Fundraising to implement a new stewardship journey which supports the retention of key supporters and fundraisers within Challenge Events and Community Fundraising

and across the Development Directorate (High Value Engagement, Corporate Fundraising and Individual Giving).

- Work closely with Challenge Events Officers and Community Fundraisers to ensure growth of the Running Portfolio.
- Ensure thorough evaluations are completed for all events in the Challenge Events Portfolio within two events of an event taking place (finer details to be updated on the evaluation 8 weeks post-event following the fundraising deadline).
- To create and maintain processes for the Running portfolio and Ultra Challenge Series allowing the team to smoothly onboard new sign-ups and hand over fundraising relationships to the Community Fundraising Officers.
- To lend support to the team in the build-up to and delivery of National Challenges within the portfolio (London Marathon, Great North Run, London Landmarks etc)
- To develop and maintain fundraising relationships with recruited challenge events participants and ensure they receive the best in donor care; offering advice, support and encouragement and monitoring their financial performance.
- Support on the day at events within the Challenge Events portfolio and across the Development Directorate including (but not limited to) the Town & Gown 10K series, the Microscope Ball, Celebrity Sports Quiz, Community Events.
- To ensure that records for event participants are kept up to date on the charity fundraising database (Microsoft Dynamics).
- Develop and maintain knowledge of muscle-wasting conditions and the work of Muscular Dystrophy UK; understand the importance of fundraising in supporting the charity's strategic goals; maintain knowledge of the fundraising market and regulations.

**Other responsibilities:**

- To ensure that all actions comply with the spirit of the Data Protection Act.
- To represent the charity externally if required and to undertake other such tasks as required by the line manager.

**Initiative:**

- Initiative in maintaining good relationships with other staff within the charity to assist in joint working, strengthen communication, solve problems and to ensure that the charity's objectives are met.

- Initiative in maintaining a high level of sensitivity and tact when liaising directly with people affected by muscular dystrophy

## Values and Behaviours:

- A positive attitude and approach that reflect the [charity's values](#).
- To seek opportunities to contribute to the development of the charity.
- A commitment to and an understanding of disability issues, equality, diversity and inclusion.
- To always demonstrate role model behaviour.

Experience	
Experience organising an event either in the charity / corporate / commercial sports sector	Essential
Experience of using a fundraising database (preferably Microsoft Dynamics)	Essential
Experience of managing event income and expenditure budgets	Essential
Experience of managing and delivering mass participation events	Essential
Experience recruiting and working with volunteers on events	Essential
Skills	
Strong MS Office skills, including Teams, Word, Excel, Powerpoint and Outlook	Essential
Attention to detail; high degree of accuracy	Essential
Excellent interpersonal skills with supporters and colleagues	Essential
Strong understanding of events fundraising stewardship journeys	Essential
Excellent organisational, project and time management skills	Essential
Ability to work collaboratively / cross organisationally	Essential
Clean drivers license and confidence driving hire vehicles	Desirable
A good understanding of events marketing	Desirable
Personal qualities and knowledge	
Committed, highly motivated, proactive and creative	Essential
Extremely organised and efficient	Essential
Positive and flexible attitude to work	Essential
An interest in running and challenge events	Desirable
Planning – The ability to develop and implement clear and effective plans for both yourself and others	Essential

Leadership – The ability to set clear instructions and empowering team members to complete tasks. Demonstrate flexibility by adopting a management style to the given situation.	Essential
Organisational skills – The ability to manage your own time and tasks efficiently to achieve results systematically making you personally effective in managing own workload	Essential
Ownership and accountability – The ability to take responsibility for your work, identifying key elements, and proactively finding solutions	Essential
Teamwork – The ability to recognise different directorates and departments at Muscular Dystrophy UK are all part of the same team, and work together	Essential
Communication – The ability to represent Muscular Dystrophy UK effectively and professionally through clear and appropriate communications	Essential
Self Development – Continuously improving yourself and encouraging growth in others to achieve personal and organisational goals	Essential
<b>Details</b>	
Hours: 35 per week (full time)	
Willingness to attend events (weekend or evening work)	
Time off in lieu will be provided	