



## Job and person specification:

Post: Events and Community Fundraising Officer

Responsible to: Events and Community Manager

### Key contacts/relationships:

Internal - Director of Marketing & Fundraising, Head of Fundraising & Philanthropy, and the Fundraising & Philanthropy, Brand & Communications, Marketing & Supporter Care, CRMA, and Research teams

External – Third party event organisers, marketing agencies, challenge event participants, individual and corporate supporters

### Purpose:

To deliver an agreed income target through challenge events and community fundraising activity, whilst encouraging long-term support for Worldwide Cancer Research.

Events and community fundraising is a growing area for the charity, this role will support the Events and Community Manager to optimise this income stream while working across the charity to provide a sector-leading supporter experience.

This new role will work closely with the Events and Community Manager to:

- Lead the charity's challenge event portfolio, taking responsibility for monitoring performance and adapting the portfolio accordingly.
- Attend challenge events and community fundraising activities to steward supporters, deliver talks and give thanks.
- Work in partnership with the Marketing & Supporter Experience team to deliver and refine effective supporter relationships and journeys while increasing retention through enhanced supporter loyalty.

### Key responsibilities/accountabilities:

- External relationship management
  - Act as key contact for event partner organisations and third-party event place providers.
  - Build relationships with supporters and deliver talks as required.
  - Identify and attend networking events to generate new opportunities.
- Cross-team working

- Work in partnership with the Supporter Care Team to deliver high quality supporter stewardship.
  - Work in partnership with the Brand & Communications team to develop creative marketing collateral that delivers the charity's key messages, and to identify strong supporter stories.
  - Collaborate with the Marketing Manager to devise campaigns to promote challenge events and community activities, taking responsibility for acquisition targets and conversions.
  - Any other related activities, as required.
- Income tracking, analysis and data management
    - Record and track relevant activity, correspondence and information gathered on Salesforce.
    - Analyse data and compile reports in order to review income performance, participation levels, conversions and return on investment (ROI) to help make insight-led decisions.
    - Ensure all dashboards are accurate for the Senior Management Team (SMT) and prepare reports as and when required.
- Wider knowledge of fundraising landscape
    - Work with the wider Fundraising & Philanthropy team on conversion tactics to enhance other fundraising areas and drive sustainable growth.
    - Keep up to date with current fundraising and marketing innovation, trends and legislation, and adapt the approach when required.
    - Ensure all activity is compliant with relevant fundraising regulations and in line with organisational information governance policies.

#### Generic information for all roles

- The responsibilities described within the job description are not intended as exclusive or exhaustive. They are to highlight the major tasks and duties of the role, and the post holder may be required to undertake other duties that are consistent with the overall purpose of the role.
- It is expected that every job description will be subject to a regular review. In addition, posts may be reviewed where there is a change in the requirements of the charity.
- Attend regular team training as required.
- Every member of staff is expected to be a role model to others within the charity and those they encounter in the course of their duties, upholding the charity's values.

Person specification:

Requirements	Essential	Desirable
Educational attainment	Good level of literacy and numeracy. Relevant professional qualification or demonstrable evidence of relevant experience.	Individual membership with the Chartered Institute of Fundraising.  Certificate in Fundraising.  Knowledge of public fundraising sector.
Experience	Delivering customer care in a charity or commercial setting.  Organising and running events, including coordinating on-the-day support.  Working on several projects at one time with multiple priorities.  Involvement in cross-team collaborative projects.  Compiling reports to evaluate performance of a project or activity.  Knowledge of legislation and guidelines relating to charity fundraising; Gift Aid, fundraising codes of practice and data protection.	Leading cross-team projects.  Fundraising role.  Charity volunteering.  Delivering against set income objectives and targets.  Supplier management; print, creative, data services.  Networking.  Public speaking.
IT experience	MS Office suite including Word, Outlook and Excel.  Working knowledge of databases or CRM systems.	Salesforce.
Skills and aptitudes	Ability to multi-task and work towards a range of deadlines and priorities for multiple teams and stakeholders.  Excellent communication skills - both spoken and written – with ability to communicate effectively internally and externally, at all levels.  Ability to lead on and collaborate in projects with a range of colleagues while maintaining buy-in from all involved.  Aptitude for planning and organisation.  Proficient at meeting deadlines and remaining calm under pressure.  Confident speaking to a range of audiences.	Creativity and innovation to spot opportunities.

	<p>Strong numeracy and analytical skills, particularly to assess campaign performance, monitor costs, and assess key performance indicators (KPIs).</p> <p>Empathy and integrity, particularly while acting as an ambassador for the charity.</p> <p>Professionalism, including confidentiality and reliability.</p> <p>Aptitude for learning new IT systems.</p>	
Interests	<p>Charity work.</p> <p>Professional learning and development.</p>	<p>Appreciation of discovery cancer research.</p> <p>Knowledge of Worldwide Cancer Research.</p> <p>Third sector networking</p>
Other requirements	<p>Willingness to understand the vision, mission and strategy of Worldwide Cancer Research.</p> <p>Commitment to attend training courses to update knowledge and skills.</p> <p>Commitment to diversity and inclusion.</p> <p>Willingness to demonstrate the charity's values.</p> <p>Travel throughout the UK as required for events.</p> <p>Ability to work occasionally in evenings or at weekends.</p> <p>Full and valid driving licence and access to own car for business travel.</p>	

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Worldwide Cancer Research  
Third Floor South, 121 George Street, Edinburgh EH2 4YN  
t +44 (0) 300 777 7910 e [enquiries@worldwidecancerresearch.org](mailto:enquiries@worldwidecancerresearch.org)  
[worldwidecancerresearch.org](http://worldwidecancerresearch.org)

Chief Executive: Dr H Rippon Chair of the Board of Trustees: Mr D Sole  
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