

# Community and Challenge Events Fundraising Executive



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<b>RESPONSIBLE TO:</b>	Director of Fundraising and Communications
<b>HOURS:</b>	Full-Time (35 hours, 9am-5pm, Monday-Friday)
<b>JOB LOCATION:</b>	Hybrid working – at least two days a week at the office in Amersham, Buckinghamshire
<b>SALARY:</b>	£27,000-£30,000 per annum
<b>HOLIDAY:</b>	28 days per annum (plus the usual UK bank holidays).
<b>PENSION:</b>	7% non-contributory

**Roald Dahl's Marvellous Children's Charity provides specialist nurses and support for seriously ill children.**

**Our vision is that every seriously ill child deserves a Roald Dahl Specialist Nurse and fundraising is core to achieving this.**

## Job Description

To create and deliver an engaging programme of mass participation and community fundraising activities to meet agreed, ambitious targets, enhancing our support base and driving income. The role will be pivotal in building relationships with individual supporters and community groups to increase awareness and raise vital funds for Roald Dahl's Marvellous Children's Charity.

## Key Responsibilities

- **Challenge Events:** The role will focus on developing, delivering, and growing a diverse portfolio of challenge / mass participation fundraising events. This involves digital recruitment and creating opportunities for tailored participation, including for beneficiaries (families of seriously ill children under the care of Roald Dahl nurses) and members of staff of corporate partners. The charity has access to charity places for events across the UK, including the London Marathon and this role will also manage the recruitment and stewardship for these key events.
- **Community Groups:** The role will also focus on building relationships with community groups and schools, designing a year-round programme of engagement around key moments like Roald Dahl Story Day, to maximise participation and income.

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- **Supporter Journey:** A central aspect of this role is ensuring that all fundraisers have a positive and meaningful experience from their first point of contact through to long-term engagement. This involves providing excellent stewardship, offering personalised support, and cultivating relationships that reflect our appreciation and recognition. You will design and implement a robust supporter journey plan, tailoring communications and engagement activities to deepen their connection with the charity, ensuring that their involvement feels valued and impactful. The role requires an empathetic approach to build trust and foster loyalty.
- **Fundraising Opportunities & Planning:** This role requires identifying and developing new fundraising opportunities. You will research potential challenge events and activities to benefit from, cultivate relationships with new fundraisers, and strengthen existing ones. Staying current with sector trends and best practices will enhance the effectiveness of activities and enable you to refine the charity's approach to this area of fundraising. You will track, analyse, and report on key performance metrics, ensuring accurate data management to inform decision-making, maximise income, and shape future planning.
- **Cross-team Collaboration & Representation:** The role involves working closely with various teams to align activities with organisational campaigns and communications, contributing to the charity's website, annual review, and other materials. You will also represent the charity at key events, raising its profile, building relationships with stakeholders, and contributing to strategic planning for the wider fundraising team.

## Person Specification

### Knowledge & Experience:

- **Fundraising Expertise:** A proven track record of achieving financial targets through fundraising activities, ideally in mass participation events and community fundraising
- **Relationship Management:** Demonstrable experience in building and nurturing strong relationships with individual supporters and community groups to drive engagement and income. Skilled in identifying, establishing, and retaining new supporters, with a focus on effective supporter care and stewardship.
- **Digital Proficiency:** Strong working knowledge of CRM systems and relevant digital platforms to manage supporter data, track engagement, and enhance communication strategies. Experience using digital tools to streamline processes and optimise fundraising outcomes.

### Skills:

- **Communication:** Excellent written and verbal skills to recruit and retain supporters, with experience in creating engaging presentations and delivering public speeches to diverse audiences.
- **Teamwork and Independence:** Confident and self-motivated, able to work autonomously and as part of a multi-disciplinary team, with strong interpersonal skills.
- **Strategic Thinking & Creativity:** Able to translate strategic aims into plans, with strong research and problem-solving abilities. Quick to identify and act on new opportunities.
- **Organisation:** Strong planning and organisational skills, able to manage multiple priorities and maintain attention to detail.

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- **Professionalism:** Diplomatic and discreet in handling sensitive information.
- **Resilience:** Able to work under pressure and meet tight deadlines.
- **Empathy:** Sensitive and empathetic when working with beneficiary families.
- **Membership:** Chartered Institute of Fundraising member (Desirable).

## Other Information

This job description helps the post holder to understand their main duties. It is not exhaustive, and the role's duties may change from time to time, in discussion with the post holder and consistent with the level of responsibility appropriate to the grade of the post.

- The role will involve some evening and weekend work, for which time off in lieu will be provided.
- The post could require traveling within the UK to support fundraising activities, occasionally requiring overnight stays.
- Roald Dahl's Marvellous Children's Charity is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. Confirmation of appointment will be subject to a satisfactory standard Disclosure and Barring Service check.
- The appointment is subject to the satisfactory completion of a six-month probation period.
- Roald Dahl's Marvellous Children's Charity is committed to achieving the highest standards of service and employment practice. We give equal opportunity to everyone, regardless of background. While our offices are not currently accessible for people with significant mobility difficulties, we will make all reasonable adjustments to allow the most suitable candidate to perform their role effectively.
- The post holder will have the right to work in the UK.

## How To Apply

Please submit your CV and supporting statement addressing the criteria set out in the job description and person specification to [recruitment@roalddahlcharity.org](mailto:recruitment@roalddahlcharity.org).

- **Closing date for applications:** Friday 15<sup>th</sup> November 2024
- **Interviews:** Week commencing 26<sup>th</sup> November (First interviews will be conducted via Microsoft Teams).