



## Challenge Events Fundraiser Job Description

Job Title:	Challenge Events Fundraiser
Team:	Fundraising
Salary:	£26-30,000 per annum (depending on experience)
Hours of Work:	37.5 hours per week This will include working some unsociable hours including evenings and weekends for events. Hours are flexible
Annual leave:	28 days plus bank holidays
Location:	Milton Keynes
Contract Type:	Permanent
Reporting to:	Head of Fundraising/Fundraising Manager
Experience/Qualifications Required:	Demonstrable experience within a fundraising role (or commercial equivalent such as key account manager) is essential.  You should be able to demonstrate evidence of working within a target driven team.  Evidence of the ability to develop and grow relationships with fundraisers/customers is vital.

### About Us

PSP & CBD are rapidly progressing neurological conditions caused by the premature loss of nerve cells in certain parts of the brain. Like many other chronic conditions there is currently no cure for PSP or CBD. However many of the symptoms can be managed to help people achieve the best possible quality of life.

PSPA is a national, neurological charity currently based in Milton Keynes. Since 1994 we have been providing information and support to people living with PSP & CBD. We also raise awareness of the conditions amongst health & social care professionals, and fund research

into diagnosis, treatments and ultimately, a cure. We rely entirely on voluntary donations with a forecast income this year of £1.5 million.

We are currently in touch with approximately 2,000 people living with PSP & CBD, and in addition, approximately 12,000 others registered as health & social care professionals, carers, supporters, volunteers or fundraisers. We run a Helpline service, which is a mix of employed staff at our HQ, and volunteer supporters in the evening.

As PSPA is the only charity supporting people with these conditions in the UK, we will continue to provide support through our fundraising, volunteering and support networks.

### **What does success in the role look like?**

A successful Challenge Events Fundraiser (CEF) will lead a period of sustained, double digit growth in income from their event portfolio. That portfolio will be growing year on year with new ways to increase PSPA's income by introducing new events that increase engagement with our fundraisers. The increased engagement will be measurable by longer and deeper relationships with our fundraisers. The CEF will have identified KPIs that measure these elements and will be consistently achieving stretching KPI targets that they set themselves.

The CEF will also have become a member of the wider PSPA team outside the Fundraising team. With an interest in other aspects of PSPA, they will contribute fully in staff meetings, and have developed ideas about improving cross team working to increase engagement with all of PSPA's supporter types. They will be an advocate of team working and collaboration, having developed an inclusive and supportive communication style.

The CEF will demonstrate innovation and originality in ideas generation, and will not just adapt other organisations' initiatives. They will have tested new ideas at PSPA, some of which will have been more successful than others. However, the CEF will have analysed the outcomes, and used this data to refine the idea for its next iteration. They will be resilient in the face of challenges, learning from each new project's outcomes.

Focusing on their role within the Fundraising team, the CEF will be fully conversant with their own projects, fundraisers and revenue streams, and will be able to report on them on demand. A successful CEF will be seen as a role model in their team, and will set the highest standards of commitment to the vision of PSPA. Finally, the successful Challenge Events Fundraiser will have a detailed grasp of their budgets and on-going pipeline of fundraising income that the management team can rely on for income forecasting.

### **Objectives**

1. Provide first class customer care to all new and existing supporters and fundraisers.
2. Maximise income from all activities and ensure supporters have every opportunity to work with and benefit from PSPA's support.

3. Create and implement initiatives to engage a range of new supporters, increasing income year on year.
4. Work collaboratively with PSPA's other departments to identify all opportunities across our different support types to grow our income, raise awareness about PSP & CBD.
5. Engage with social media and support PSPA's digital strategy.

### Key Duties and Responsibilities

- To work as part of the fundraising team engaging with and inspiring supporters to raise funds for PSPA
- Develop best practice approaches and communication strategies with the team that improve engagement and extend PSPA's relationship with its fundraisers and supporters
- Maintain and develop a portfolio of third party and PSPA owned events to achieve income targets, building strong relationships with external event providers
- Proactively promote the opportunities for supporters, and others in their sphere of influence, to become involved in raising funds
- Take personal responsibility for meeting and exceeding income targets
- Record and monitor income against forecast, and performance against KPIs, providing monthly reports to management
- Set and manage income and expenditure budgets for Challenge Events
- Maintain accurate and up to date information on Salesforce
- Generate social media content across a range of platforms to promote events and celebrate supporter's achievements.

### Person Specification

	Essential	Desirable
A minimum of two years demonstrable experience of success in a fundraising role or key account management role	✓	
A good understanding of the sector, overall trends and PSPA's market place	✓	
A high level of written and verbal communication and interpersonal skills	✓	
Creative thinker able to generate new ideas and initiatives	✓	
Experience of working effectively in collaboration with a wide range of external fundraisers, supporters, customers and/or partners.	✓	
Experience and understanding of customer profiling to identify potential fundraisers and maximise income		✓
The ability to plan, coordinate and deliver events	✓	

Aware of social media and ability to use social media to support events and awareness initiatives		✓
Able to understand basic financial information to provide performance reporting to the management team	✓	
Strong IT skills with experience in MS Office products and customer relationship management software	✓	
Have an up to date knowledge of charity law affecting fundraising and events		✓
Full Driving Licence and use of own car	✓	
Knowledge of PSP & CBD or other neuro-degenerative diseases, and/or experience of working in the NHS		✓
Educated to degree level		✓

### Corporate duties

1. Motivate and inspire your colleagues in the Fundraising team, and across other departments in the charity, actively promoting cross-departmental collaboration.
2. Support the aims and goals of PSPA and actively promote them amongst your colleagues.
3. Set a clear direction for Challenge Events and organisation by fully embracing and implementing the Strategic Action Plan objectives.
4. Treat confidential information confidentially, and be respectful of your colleagues' - and our supporters' - privacy.
5. Work within the performance culture at PSPA to consistently achieve your targets and the objectives in your annual appraisal.
6. Contribute fully in team and staff meetings, promoting the role of Fundraising within the organisation.
7. Ensure you comply with Health and Safety and associated workplace legislation including GDPR, data protection and information security and management requirements.
8. Display a commitment to equal opportunities and inclusion.
9. Undertake any other reasonable duties requested of you commensurate with your role and the aims of the charity.