

Job Description

Senior Supporter Engagement Officer (Events)

It's unacceptable that more than half of people diagnosed with pancreatic cancer die within 3 months. Survival rates have improved enormously for most cancers, yet for pancreatic cancer, this is not the case. And, with treatment and care affected by the pandemic, the situation has only got worse.

Pancreatic Cancer UK is a national charity dedicated to taking on this injustice using every possible means. We're supporting people with pancreatic cancer now, campaigning, and funding vital research to transform the future.

The Role:

Community & Events play an important role in the charity's fundraising strategy, and we are looking for a confident and proactive team player to take responsibility for the planning, delivery and ongoing development of our existing programmes and new initiatives. The Community & Events team sits within the wider Mass Fundraising team. Whilst each person is responsible for their own area, we also work in an agile manner that enables us to respond quickly & work collaboratively across the department to the changing fundraising market.

It will lead in the delivery of timely, targeted, relevant and engaging communications to our various audiences, with the aim of recruiting new and engaging existing supporters. You will also play a key role in engaging and working collaboratively with internal and external stakeholders, optimising training programmes and delivering new concepts that promote community and events fundraising.

Main responsibilities:

The role reports into the Supporter Acquisition & Engagement Manager (Community & Events) and works alongside colleagues in other mass teams to integrate plans and ensure a seamless delivery of supporter experiences.

The Senior Supporter Engagement Officer will drive a new approach to maximise income by:

- Being responsible for managing & delivering a range of fundraising products within the Community & Events team's portfolio.
- Develop, implement and lead on robust donor, supporter and volunteer recruitment plans, including challenge event participants, community fundraisers, in memory donors, legacy pledgers, fundraising groups and others.

- Ensure the successful implementation and delivery of supporter journeys across fundraising program streams for core audiences with clear objectives to increase conversion, income, gift values and retention rates.
- Act as the main point of contact for your assigned projects, manage the project team, oversee all process & solve any errors that occur, and ensure that supporters have an incredible experience by developing engaging communication and engagement plans.
- Engaging with our fundraisers, volunteers and donors in an approach that is insight-led, systematic and scalable.
- Develop and build strong effective working relationships with supporters and assigned super supporters.

Event Management

- Responsible for managing your assigned running, cycling and challenge third party iconic events within the Event's team portfolio.
- Lead on development and 'on the day' delivery of Pancreatic Cancer UK training days, social days, cheer points and post event receptions.
- Handle event logistics - arrange venue management, contractors, caterers, equipment hire and event resource.
- Produce health and safety risk assessments ensuring all relevant stakeholders are briefed.
- Manage staffing requirements and briefings, including volunteer management.

Planning & Delivery

- Project lead or act as support lead on your assigned Events and fundraising products. This includes planning, data processes, SMS implementation, design/print of assets, digital acquisition, stewardship plan, volunteer recruitment and insights.
- Manage & develop digital marketing plans & creative assets for assigned projects by working alongside PCUK's digital consultant.
- Co-ordinate and support, the data management across assigned projects
- Develop and manage relevant fundraising communications across supporter journeys, digital channels and offline materials
- Provide support to donors, fundraisers and volunteers by responding to enquiries.

- Ensure relevant fundraising sections of the website are up to date and accurate
- Ensure all supporters are thanked in a timely fashion
- Proactively identify and introduce VIP supporters to the Philanthropy & Partnerships team
- Ensure all work complies with data protection policies and legal requirements including the Fundraising Code of Practice.
- Manage and build effective working relationships with partner agencies and suppliers, including all aspects of compliance and fundraising regulation

Budget Management and Reporting

- Ensure projects you lead or work on each or exceed financial targets
- Manage income and expenditure budgets ensuring effective administration and financial processes are in place.
- Report against budget every month.
- Monitor and track all your assigned project evaluations

Insight

- Establish internal and external insight needs and work with relevant teams to capture and regularly report on them
- Constantly evaluate activity and performance to optimise supporter experiences and inform future plans.
- Engage with the organisation's priority audiences and personas, understand their needs and motivations, and use this information to create relevant journeys and content.

Collaboration

- Develop strong relationships with colleagues in the Fundraising, Marketing & Communications departments, data and other teams to deliver on shared goals.
- Be a proactive member of the Mass Market Fundraising team, learning about colleagues' work and insights and applying them to own work

Other Duties

- Develop and maintain an understanding of the charity's work and the needs and circumstances of people affected by pancreatic cancer

- Active involvement in the sector to ensure best practice.
- Ensure activities comply with Pancreatic Cancer UK brand guidelines
- Ensure compliance, including application of the charity's Safeguarding policy, the FR Codes of Fundraising Practice, and HMRC and ICO guidelines.
- Undertake any other relevant duties and projects delegated by the Supporter Acquisition & Engagement Manager, Senior Supporter Acquisition & Engagement Manager or Head of Mass Market Fundraising in line with the responsibilities of the post
- To represent Pancreatic Cancer UK at external events, these may be outside of office hours and at weekends (TOIL will be given).

About you:

We're looking for someone with enthusiasm, good communication skills both verbal and written and someone who can be empathetic when dealing with supporters. You'll be passionate about people, and you'll always put our supporters first. You'll have excellent organisational skills and attention to detail and you'll be good at building rapport with supporters and colleagues alike.

You will also have the following:

- A sound knowledge of mass market fundraising
- Proven ability in stewarding supporters, providing fundraising and event advice
- Proven event management delivering on-day event logistics
- Proven ability of developing and delivering multi-channel marketing campaigns
- Excellent project management skills with the ability to manage multiple tasks simultaneously and to work to deadlines.
- A keen eye for detail and to ensure high standards whilst working under pressure
- Ability to work across teams and departments in a collaborative manner and to proactively engage colleagues on projects and initiatives
- Ability to successfully engage and secure the best out of external stakeholders

If this sounds like you – we'd love to hear from you!

This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service.

Person Specification

Skills, knowledge, experience & qualifications	
Essential	
1	A sound knowledge of mass market fundraising
2	Working in Mass Market fundraising, ideally as an Events/Community or Marketing Officer.
3	Stewarding supporters, providing fundraising and event advice
4	Proven event management delivering on-day event logistics
5	Proven ability of developing and delivering multi-channel marketing campaigns
6	Proven ability of managing event staff and volunteers, ensuring they are fully briefed and have a clear understanding of their role and impact
7	Managing volunteers and/or team assistant
8	Excellent project management skills with the ability to manage multiple tasks simultaneously and to work to deadlines
9	A keen eye for detail and to ensure high standards whilst working under pressure
10	Ability to work across teams and departments in a collaborative manner and to proactively engage colleagues on projects and initiatives
11	Ability to successfully engage and secure the best out of external stakeholders
Desirable	
1	Competent user of Microsoft Office (Word, Excel, PowerPoint, Outlook)
2	Project Management qualification/experience
3	A good knowledge of GDPR and fundraising legislation

A criminal record check is not currently required for this role.

Personal qualities and other requirements are:

- Commitment to our vision, mission and values: Determined, Compassionate, Pioneering, With Integrity, and to learning and development
- Commitment to health and safety, data protection, equality and diversity and safeguarding compliance and best practice
- Understanding and acceptance of Pancreatic Cancer UK's policy on the use of animals in research which is in accordance with the AMRC
- It is essential you have to have the right to work in the UK at the time of application.

- Willingness to work variable hours including evenings and weekends as needed for which TOIL will be given.
- Flexibility to travel to meetings and events across the UK

April 2022