



CHALLENGE EVENTS MANAGER

CoppaFeel!

Based at Boob HQ, London

FULL TIME - 37.5 HOURS

START DATE

SALARY

£33,000

About CoppaFeel!

CoppaFeel! exists to educate and remind every young person in the UK that checking their boobs isn't only fun, it could save their life. We are the first breast cancer charity in the UK to create awareness amongst young people, with the aim of instilling a new healthy habit that could one day save their life.

We are a very small team which, collectively, has one almighty big voice. We were founded out of a need to right wrongs, and when we hear of more people diagnosed late, or young people dying from this disease, we know there isn't a more powerful reminder to get up out of bed every morning.

CoppaFeel! is about more than discovering a cancer diagnosis. It's about empowering everyone to be proactive about their health, as well as their outlook on life. It's about knowing your boobs; knowing that if you do find something, you know what to do and if found early, you have many options. Put simply, breast cancer does not need to be detected late, and as long as we are here and continue to be supported by people like you, we will do all we can to make sure this doesn't continue to happen.

THE ROLE

CoppaFeel! has a full and ever-expanding challenge events offering which requires an experienced, energetic and dedicated Challenge Events Manager to join Team Boobs and lead our programme. As Challenge Events Manager you will oversee all of CoppaFeel!'s challenge events, including our annual overseas trek, ensuring they meet and exceed targets, are delivered with passion, and are a success!

You will lead the planning of our challenge events calendar annually to ensure we grow income year-on-year. You will be responsible for the recruitment of event participants, stewardship of donors and celebrity patrons who take part in events. You will also be the main contact with event volunteers, supervising and coordinating volunteers to keep them engaged with CoppaFeel! and support with the delivery of challenge events.

This role requires someone with challenge events fundraising experience and is ideal for someone who thrives in a busy team, loves donor stewardship and is well organised.

KEY RESPONSIBILITIES

- Plan and grow CoppaFeel!'s annual challenge events programme and strategy to maximise income generation, for both in-person and virtual mass participation events
- Identify and recruit participants for challenge events, developing and implementing excellent supporter stewardship to help them achieve their individual fundraising targets and building strong relationships for long-term engagement and retention.
- Produce and manage income and expenditure budgets to reach agreed targets and ROI for challenge events
- Plan and deliver CoppaFeel!'s flagship overseas trek, working with external event providers including: recruitment and management of celebrity trek captains; organising launch and briefing events; stewarding 100 participants; managing and attending the six day trek
- Produce marketing and fundraising materials and content needed to inspire participants who take part in CoppaFeel! challenges
- Maintain records for each event on our database and ensure supporter data is kept accurate and up to date
- Manage volunteers effectively, inspiring them to support CoppaFeel! long term
- Collaborate with the fundraising, marketing and operational teams and be an enthusiastic and passionate advocate for CoppaFeel!
- A willingness to work flexibly and sometimes remotely with occasional work outside core hours including weekends (time off in lieu given)
- Coordination of cheer points, volunteers and event day presence at mass participation events such as the London Marathon.

POSITION IN ORGANISATION

This role sits within the fundraising team and reports to the Head of Community Fundraising.

DUTIES AND RESPONSIBILITIES

- Responsible for the fundraising target for owned challenge events
- Deliver the CoppaFeel! challenge events strategy, working with the Head of Community Fundraising to grow the income stream
- Motivate and inspire challenge event fundraisers and identify opportunities to help them increase their fundraising levels
- Manage our flagship trek annually from planning through to delivery giving first class donor stewardship
- Develop communications plans for challenge events to ensure we maximise number of participants, and work with the social media manager coordinating events communications across all of CoppaFeel!'s social channels
- Update the website with challenge event information and make changes to landing pages as needed
- Steward and manage celebrity supporters and patrons of CoppaFeel! in context to sporting challenges and their participation in our challenge events.
- Identify new opportunities for income generation
- Manage and grow challenge event volunteers
- Manage the challenge event fundraising stock, materials and budget, ensuring competitive pricing and rates for materials
- Represent CoppaFeel! at external events
- Keep abreast of the external marketplace for challenge events, trends and best practice in the sector
- Keep databases up to date

SKILLS, EXPERIENCE & QUALIFICATIONS

Essential

Experience of planning and delivering challenge events

Experience of delivering income targets and managing events budgets

Experience of stewarding fundraisers

Experience working with and managing volunteers

Experience managing agencies and third party suppliers

Ability to successfully manage multiple projects and a busy inbox

Good communication skills both written and verbal

Desirable

Successful track record of delivering overseas events

Experience working alongside media and celebrities

Experience of accompanying challenge teams as a representative of a charity

Knowledge of fundraising regulation and delivering best practice in relation to challenge events fundraising

Experience of working with a fundraising database and fundraising platforms

Valid driving licence

MAIN BENEFITS, TERMS AND CONDITIONS

Annual Leave entitlement (+ public holidays, birthday and Kris' cancer anniversary)

Benefits: Active fund, Employee Assistance Scheme

DIVERSITY & INCLUSION

At CoppaFeel! we support a diverse range of communities and we understand that diversity within our team is central and crucial to meeting the needs of our beneficiaries. We particularly welcome applications from Black, Asian and minority ethnic candidates, LGBTQ+ candidates, candidates with disabilities, and from men, because we would like to increase the representation of these groups within the charity. We promote equality, diversity and inclusion in our workplace and make recruitment decisions by matching the charity's needs with the skills and experience of candidates, irrespective of age, disability (including hidden disabilities), gender, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation. We recognize the value in encouraging a diverse range of perspectives, skills, experience and knowledge at the charity.

Recruitment process

Please submit a copy of your CV and a covering letter via our website

Closing date Wednesday 11th August at 3pm

First round interviews w/c 23 August

Second round interviews w/c 30th August

Contact lindsey@coppafeel.org if you would like to arrange an informal conversation about the role or application process