



CoppaFeel!

JOB DESCRIPTION

CHALLENGE EVENTS MANAGER

November 2023

SALARY: £40,000 per annum

FULL TIME / 37.5 - HOURS

(Some evening and weekend work required, time off in lieu given)

TERM: Permanent

Location: Based at Boob HQ, London (hybrid working)

ABOUT THE ROLE

CoppaFeel! is looking for a dynamic Challenge Events Manager to grow and manage our portfolio of challenge events. You will play a key role in our small but mighty fundraising team, working alongside the Senior Challenge Programme Manager and Events Executive to expand CoppaFeel!'s challenge event programme and grow our income in line with our 3 year fundraising growth strategy.

You will be responsible for the recruitment of challenge event participants through paid and organic marketing, identifying new events that will appeal to our audiences, and developing stewardship journeys that inspire our supporters to go above and beyond in their fundraising for CoppaFeel!. You will also be responsible for the event delivery of our third-party challenge events and have the opportunity to work on our sector-leading 'CoppaTrek! with Gi' events.

This role does require some evening and weekend work - although not behind the laptop! Instead you'll be out and about cheering on our challenge eventers whilst wearing a boob-suit and waving poms poms, or you'll be lacing up your walking boots and walking alongside our trekkers on a CoppaTrek!, all of which you will be compensated for, with days off in lieu.

You will need to have experience of managing challenge events and raising significant income. This is a face-paced role that requires excellent attention to detail and a pragmatic approach to problem-solving, with the ability to generate ideas and solutions.

ABOUT COPPAFEEL!

CoppaFeel! is the first breast cancer charity in the UK to create awareness amongst young people that checking their chest regularly could save their life. Our mission is to ensure all breast cancers are diagnosed early and correctly and we are about more than discovering a cancer diagnosis, we are about empowering ourselves to be proactive about our own health and body, as well as our outlook on life. It is about knowing your boobs and pecs and being confident that if you do find something, you know what to do.

POSITION IN ORGANISATION

- Sits within the Fundraising Team
- Reports to Senior Challenge Programme Manager
- Works closely with the Challenge Events Executive as well as teams in Education, Finance, Marketing and Operations

DUTIES AND RESPONSIBILITIES

Strategy

- Deliver the challenge event programme using your expertise to create delivery plans, budgets, and timelines, working with key stakeholders and event organisers, meeting specific financial targets and KPI's.
- Support the Senior Challenge Programme Manager in developing CoppaFeel!'s challenge events strategy to drive fundraising and grow the number of supporters over the next 3 years.

Challenge Events

- Plan, market and deliver a series of existing and new challenge and mass participation events for CoppaFeel! - such as walks, runs, cycles, swims, triathlons and more!
- Be the delivery lead for our mass challenge events, being accountable for the planning, delivery, budgets, participant stewardship, on-the-day support, evaluation and learning.
- Work in collaboration with CoppaFeel! marketing team to lead the acquisition for new challenge event participants, ensuring we grow the number of supporters year-on-year.
- Support CoppaFeel!'s EDI strategy, collaborating with our EDI Manager to ensure our events are accessible and open to everyone.
- Seek out new challenge event opportunities for CoppaFeel! and carry out market research to evolve our mass participation offering.
- Be accountable for supporter journeys, from registration and delivery of engagement, to on-the-day support and thanking communication.
- Manage our challenge event volunteers, who give their time to support CoppaFeel!. Collaborate with the volunteer team to recruit and steward volunteers, and feed into the volunteer strategy.

- Support on the planning and implementation of our ‘CoppaTrek!’ series; CoppaFeel!’s annual trekking programme (currently four treks planned in 2024) which is going from strength to strength and is budgeted to bring in £1.2 million in 2024.
- Attend CoppaFeel! challenge and CoppaTrek! events throughout the year.

Administration

- Work with the Events Executive to order and send out fundraising materials such as: fundraising packs, running vests, merchandise and thank you gifts.
- Advertise volunteering opportunities in our Boob Mail newsletter and our external digital platform Timecounts.
- Create and maintain up-to-date records on our donor database (currently e-Tapestry, moving to a new CRM system in 2024).
- Manage social media when required during events or in the lead up to events, working closely with CoppaFeel! communications team.
- Update account plans and keep good records on CoppaFeel! shared drive.
- Participate in CoppaFeel! fundraising and team meetings, contributing to annual operational plans, forecasting income and team collaboration.
- Adhere to GDPR requirements.

SKILLS, KNOWLEDGE & PERSONAL ATTRIBUTES

- Demonstrate experience of day-to-day project management of Mass Participation and Challenge Events.
- Experience of stewarding donors or customers, both in person and on the telephone and email; including high value donors and celebrity ambassadors.
- Experience using both paid and organic social media to market challenge events and reach new audiences.
- Demonstrate knowledge of setting up cheer points at mass events and giving first class support to volunteers.
- Experience of income generation and fundraising.

HOW TO APPLY

Please complete the application form on our website and submit your CV with a covering letter explaining how you meet the Job Description and why you would make a great candidate for this role.

Applications will close at 5pm on 7th December 2023 with first round interviews taking place week commencing 11th December and second round interviews week commencing 18th December 2023.

Please note that shortlisting and interviews may take place on a rolling basis and we encourage early application.

Let us know if you have any accessibility requirements or need any adjustments for the interview. If you have any questions about the role, feel free to contact our Senior Challenge Programme Manager, Polly West, via email: polly@coppafeel.org

MAIN BENEFITS, TERMS AND CONDITIONS

Annual Leave: 22 days pro rata (plus public holidays). Additional Leave: 1 day of leave on our Founder's Cancerversary, birthday leave, plus office closure over Christmas. Notice Period: 2 months

We work on a flexible basis at CoppaFeel!, offering a non-contractual 9 day fortnight allowing our team members to take a Friday off every other week. We call this our 'flex Friday' and although depending on our work schedules there are times when we do need to work on this day, we do our best to allow everyone this additional time off.

A hybrid of office and flexible, working Daily Flexi Time: starting anytime between 8am and 10am. Working from home up to 3 days per week. Training: We have a budget each year for employees training and development plans.

Wellbeing Fund: Monthly fitness bursary of up to £40 per month for gym membership or other classes, Employee Assistance Scheme: Advice and support offered by an external body. Access to our mental health support programme - 'Self Space' training and 1:1 therapy.

Treats Cupboard: full of biscuits, fruit, chips, fancy tea, coffee, and snacks. Freebies: Every now and again our partners and donors kindly donate some of their products.

Expenses: Travel for events and food during events will be reimbursed.

EQUALITY, DIVERSITY AND INCLUSIVITY STATEMENT

At CoppaFeel! we support a diverse range of communities and we understand that effective recruitment is central and crucial to meeting the needs of our beneficiaries. We particularly welcome applications from people identifying with a minority ethnic background, 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 recognise the value in encouraging a diverse range of perspectives, skills, experience and knowledge at the charity.