



## **Sporting Challenge Events Manager**

### **CoppaFeel!**

**Based at Boob HQ, London / Hybrid – 2 days in the office per week**

**Full Time, 37.5 hours a week**

**Start date – October 2024**

**Salary – £40,000 per annum**

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### **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 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

Due to an exciting period of growth within CoppaFeel!'s Fundraising Team, we are looking for a **Sporting Challenge Events Manager** – a dynamic fundraising events professional who will grow and manage our expanding third-party challenge events portfolio.

The role of **Sporting Challenge Events Manager** will sit within the *CoppaFeel! Challenge Events Team*, in the *Fundraising Department*. Working with the Senior Challenge Programme Manager and the rest of the Challenge Events team, you will be expected to grow our income in line with our 3 year fundraising growth strategy.

CoppaFeel! currently has teams of participants in some of the biggest sporting events in the UK, including London Landmarks Half Marathon, Royal Parks Half Marathon, Vitality 10k and Brighton Marathon – to name but a few! As the Sporting Challenge Events Manager, you will be committed to seeking new opportunities for growth, whilst delivering a standout supporter experience for all of our challenge event participants.

You'll be responsible for the promotion and marketing of a range of diverse mass participation events to both warm and cold audiences, and devising engaging and inspiring stewardship journeys to ensure our participants continue to support CoppaFeel! long into the future.

You'll need experience of managing large-scale events and raising significant income, with the ability to generate ideas and solutions. The role is very fast-paced and will require excellent attention to detail and a pragmatic approach to problem-solving.

The job does require some evening and weekend work – although not behind the laptop! Instead you might be cheering on a team of runners from the sidelines of a marathon race, or meeting and greeting cyclists at the finish line of an epic ride. Therefore, please bear in mind that as part of this role, you will be expected to attend different events across the UK and may occasionally need to stay overnight. Should you be required to work weekends, you will be entitled to time off in lieu.

This is a hybrid role, with the expectation that you will attend the London office at least 2 days per week. You will also be required to attend the office for quarterly team meetings, department meetings and in person training. We will provide plenty of notice for when you are required to be in for these purposes.

In this vital role at CoppaFeel!, you'll be at the forefront of our mission to educate and empower young people about the importance of early detection of breast cancer. We have big aspirations to lead the way in the challenge events sector, and are willing to invest in the right people to get us there. This is a unique opportunity to join a small but growing team, and use your expertise to shape the future of CoppaFeel!'s challenge events offering.

*CoppaFeel! reserves the right to close the vacancy early in the event that we receive a high number of applications before the closing date.*

### **Position in the organisation**

You will report to *Senior Challenge Programme Manager*

You will sit within the *Challenge Events Team* in the *Fundraising Department*

You will have the admin support of the *Challenge Events Assistant*

### **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
- Carry out horizon scanning, looking for new opportunities to grow the portfolio, and bring new supporters to CoppaFeel!
- Support the Senior Challenge Programme Manager in developing and implementing CoppaFeel!'s 3 year challenge events strategy, which looks to grow sporting event income by 40%, year on year

### **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.
- Attend third-party challenge events in-person, throughout the year

## **General Responsibilities**

- Work across teams to improve CoppaFeel! ways of working and seek out opportunities for automating or streamlining processes
- Support the Finance team with income and expenditure reconciling, along with some general finance administration.
- Work with Challenge Events Assistant to code the back end of fundraising platforms (eg JustGiving) to ensure accurate income reporting
- Maintain event database records and ensure supporter data is kept accurate and up to date
- Manage volunteers and fundraisers effectively, inspiring them to support CoppaFeel! long term
- Work and collaborate across all departments of CoppaFeel! to ensure our health messaging and core values are at the heart of everything we do
- Work flexibly and sometimes remotely, with occasional work outside core hours including weekends (time off in lieu given for weekend work)
- Adhere to GDPR requirements.
- Participate in CoppaFeel! fundraising and full team meetings.

## **Skills, Experience and Qualifications**

### Essential

- Avid experience of planning and delivering successful in-person events
- Excellent at communicating and relationship building

- Experience of working within the charity or events sector
- Great organisation and time management skills
- Experience and understanding of donor stewardship – including high value supporters and celebrity ambassadors
- Experience of fundraising and income generation
- Very good at problem solving and taking a solutions-focused approach
- Excellent at using data and insight to drive decisions
- Ability to manage multiple projects and deadlines successfully
- Experience in managing stakeholders and working with third-party event organisers
- Good understanding of budgeting and forecasting

#### Desirable

- Experience of planning and delivering a charity's challenge event programme
- Experience of recruiting and managing volunteers
- Knowledge of fundraising regulations and delivering best practice in relation to challenge events
- Experience of working with a fundraising database and fundraising platforms
- Experience of managing multiples projects or a variety of events
- Experience of line management
- Understanding of charity and fundraising law

#### **Application information**

Applications will close on 18th July at 9am with the aim to commence interviews on W/C 22nd July.

If you are taken through to the interview stage, we will send interview questions through to you 48 hours prior to the interview.

#### **Main Benefits and Terms & Conditions**

Annual Leave entitlement – 22 days + public holidays, a day off for your birthday and for Kris' cancer anniversary.

Benefits

- Wellbeing fund
- Employee Assistance Programme
- Access to Self Space training and 1:1 therapy
- Core working hours 10am – 4pm
- Enhanced Maternity and Paternity Leave

## **Equality, Diversity, and 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 the young people we exist to serve. We strongly encourage applications from Black, and people of colour, LGBTQIA+ candidates, candidates with disabilities, from men, and from those with a lived experience of cancer 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.

While the successful candidate will be selected purely on merit, in the event of a tie between two candidates with equal suitability, we may select a candidate with lived experience of the issues we are seeking to address through our work.

We are a Disability Confident Employer and we commit to offering an interview for all applicants with disabilities who meet our required criteria for the role. If you have any accessibility requirements or need any adjustments for the interview process please get in touch.