



Job Title: Challenge Event and Community Fundraising officer

Reporting to: Head of Income Generation

Direct Reports: None

Job Purpose:

We are expanding our small fundraising team and are looking for an Events and Community Fundraising Officer to lead the delivery of the Allergy UK community & challenge events fundraising portfolio. You will maximise the return on investment from each activity/event and ensure they realise their full potential in terms of engagement, participation levels, value per respondent and brand awareness.

Working with the rest of the fundraising team you will help build Allergy UK's community of supporters around the UK, encouraging and supporting fundraising activities by individuals and groups in a range of community settings.

Key Accountabilities:

- Contribute to the Allergy UK overall fundraising strategy as a member of the Fundraising Team.
- Support the Head of Income Generation to develop and implement the challenge events strategy by growing net income in this area and seek new opportunities.
- Recruit and steward participants working with colleagues to maximise opportunities across the organisation.
- Manage logistics and delivery of events, as well as managing volunteers as appropriate.
- Work with the Senior Individual Giving Officer to implement post-event stewardship journeys to encourage further support to Allergy UK.
- Work with the Senior Data Officer to monitor, analyse and report on event performance.
- Manage the current community fundraising relationships, and actively seek more opportunities to grow this area of fundraising.
- Communicate and engage with all challenge event and community fundraisers working on behalf of the charity to ensure they are updated, involved, and supported, via telephone, email, letters, and social media.
- Work with the Communications team to ensure social media posts and other promotion opportunities are carefully planned and well executed.
- Support the Head of Income Generation and other colleagues with special event planning, logistics and management.
- Provide general administration support across the fundraising team as required.
- Use Salesforce, the fundraising database, to effectively administer and manage event and community activities.
- To work in compliance with the Fundraising Regulator's Code of Practice and data protection legislation and be an ambassador at all events, ensuring the charity's profile and reputation are enhanced.
- Fully evaluate all community and challenge events including recommendations for future improvements.

This job description is non-exhaustive, and is subject to regular review with the post holder and amended in line with the needs of the organisation.



Person Specification:

Education and Qualifications

Essential

Minimum of Level 3 Education (e.g. A' Level or equivalent)

Desirable

Degree Level of Education

An Institute of Fundraising qualification.

Experience

Essential

Previous experience of community and event fundraising activities, offline and online.

Desirable

Wider knowledge of fundraising.

Skills and Abilities

Essential

Credible, positive, and proactive communicator, able to engage with volunteers, fundraisers, and other remote parties.

Approachable, creative, 'can-do' attitude

Knowledge of websites, digital marketing, and social media, and their application to income generation and fundraising support.

A good knowledge of the regulations and compliance associated with fundraising.

Organised with the ability to juggle several deadlines at the same time.

Self-motivated, team worker with ability to work autonomously as required.

Willingness to work flexibly and attend events with overnight stays when required.

Behavioural Competencies

Relating and networking

Persuading and influencing

Planning and organising

Learning and researching

Writing and reporting

Coping with pressure and setbacks

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