Community Events and Partnerships Manager

Reporting to: Head of Fundraising and Advocacy

Line Management: Corporate Partnerships Manager, Challenge Events Officer, Community Engagement Officer

Job Purpose

The Community & Events Manager plays a key role in growing sustainable income and supporter engagement for Challengers.

Leading the Community, Corporate & Events team, the postholder will be responsible for developing and delivering an ambitious programme of community fundraising, challenge events, partnerships and supporter engagement activities. They will ensure supporters receive an exceptional experience throughout their journey with Challengers, building long-term relationships that maximise impact, retention and income.

Working collaboratively across the Fundraising, Communications and Service Delivery teams, the postholder will identify opportunities to strengthen supporter engagement, raise the profile of Challengers and support the delivery of organisational fundraising objectives.

The Events & Communities Manager will be an enthusiastic ambassador for Challengers, representing the charity at fundraising, networking and community events and helping build meaningful relationships with supporters, volunteers, local organisations and partners.

Key Responsibilities

1. Development

- Work with the Head of Fundraising and Advocacy to develop and deliver the Community, Events and Partnerships strategy.
- Identify opportunities for income growth, supporter engagement and audience development.
- Analyse performance across activities and make recommendations to maximise return on investment.
- Contribute to wider fundraising and organisational planning as required

2. Fundraising

- Lead the development and delivery of an integrated programme of community fundraising, challenge events and partnerships, driving sustainable income growth and supporter engagement.
- Identify and secure new opportunities for community involvement, strategic partnerships and fundraising activity that align with Challengers' values and objectives.

- Create meaningful supporter journeys that encourage long-term engagement, repeat participation and advocacy for Challengers.
- Work collaboratively across the wider Fundraising & Advocacy team to maximise opportunities for cross-selling, supporter development and income generation.
- Ensure all community, events and partnership activities deliver an exceptional supporter experience and contribute positively to the charity's profile and reputation.
- Monitor and evaluate performance, return on investment and supporter engagement activity, using insight and data to inform future planning and growth.
- Act as a visible ambassador for Challengers, representing the charity at fundraising events, challenge events, networking opportunities and community activities.

3. Fundraising Events Management

- Lead the development and delivery of Challengers Flagship Fundraising Events portfolio against agreed financial targets
- Event attendance, leading teams of staff and volunteers on the day of events, being a visible ambassador to supporters
- Manage event budgets, suppliers, logistics, risk assessments and operational delivery
- Coordinate internal stakeholders and volunteers to ensure successful delivery
- Conduct post event evaluation to measure financial performance, supporter satisfaction and impact
- Develop events that strengthen Challenger's profile, community reach and fundraising income

4. Management

- Lead and develop a multi-disciplinary team creating a high performing, collaborative culture
- Manage departmental budgets and report on performance, income, forecasts and impact to the SLT and Board.
- Ensure compliance with all relevant fundraising legislation, charity regulations, and data protection guidelines.
- Monitor and manage budgets, income targets and expenditure across the different programme streams
- Maintain accurate records and reporting through the charity CRM and other systems
- Ensure compliance with fundraising regulation, GDPR and organisational policies

5. Relationship Management and Representation

- Act as an Ambassador for Challengers at events, presentations, networking opportunities and community activities
- Build and strengthen relationships with supports, volunteers, community groups, local business and stakeholders
- Deliver presentations that talk and engage people with Challengers' work and help reduce the fear of difference

This role requires a flexible approach to working hours, including evening and weekend leading events, and supporting with community activities and fundraising initiatives. Responsibilities may evolve over time in line with the charity's development and strategic priorities.

Person Specification

Experience & Skills:

- Managing fundraising or engagement events.
- Delivering successful community fundraising programmes.
- Supporter stewardship and relationship management.
- Managing staff and/or volunteers.
- Working towards and achieving income targets.
- Strong relationship-building and networking skills.
- Excellent communication and presentation skills.
- Ability to motivate and inspire.
- Strong organisational and project management skills.
- Strong budget management and reporting skills.
- Managing multiple projects simultaneously (desirable).
- Understanding of CSR and corporate engagement (desirable).

Attributes:

- Positive, enthusiastic and proactive.
- Supportive and collaborative leader.
- Excellent attention to detail.
- Resilient and adaptable.
- Solutions-focused and commercially aware.
- Committed to delivering an outstanding supporter experience.
- Passionate about the mission and values of Challengers with an understanding of the social model of disability