

Being there for *you*
and *your family*

JOB DESCRIPTION

JOB TITLE: Challenge Events Fundraising Co-ordinator

RESPONSIBLE TO: Events Lead

HOURS OF WORK: 37.5 hours per week

LOCATION: LOROS Hospice, Groby Road, Leicester

JOB SUMMARY:

As Challenge Events Fundraising Coordinator, you will support the delivery of a portfolio of challenge events, with a strong focus on **helping participants activate their fundraising and raise as much as possible**.

You will play a key role in ensuring participants have a **positive and engaging experience**, encouraging them to:

- Set up and use their **fundraising pages**.
- Secure **early donations**
- Stay motivated throughout their fundraising journey.

Working with the Events Lead, Marketing and Supporter Care teams, you will deliver **structured supporter journeys and communications** that help increase participation and income.

You will contribute to achieving a **team income target of £900,000** and a **departmental target of £5M**.

KEY DUTIES & RESPONSIBILITIES

1. Challenge Events Delivery

- Support the delivery of a portfolio of **third-party challenge events** (e.g. marathons, treks, skydives and other challenges).
- Plan, coordinate and deliver any LOROS-owned challenge events from start to finish (e.g. LOROS Bike Ride)
- Ensure all event administration is completed accurately and on time.

- From time to time, support the delivery of **LOROS-owned and wider mass participation events**, as required.
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2. Participant Stewardship & Fundraising Support

- Support the delivery of a **structured stewardship journey for challenge event participants**, with a focus on:
 - Encouraging **fundraising page creation**
 - Supporting early activation (first donation)
 - Helping participants raise more.
 - Deliver agreed communications and supporter journeys, including:
 - Welcome and onboarding emails.
 - Fundraising tips and guidance
 - Milestone messages (e.g. first donation, £100 raised)
 - Countdown and pre-event encouragement
 - Proactively support participants by:
 - Responding to queries and providing fundraising advice
 - Encouraging use of fundraising pages and tools
 - Sharing simple, practical ideas to help increase fundraising
 - Identify participants who may need additional support and:
 - Provide encouragement and guidance.
 - Highlight high-value or priority participants to the Events Lead
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3. Supporting Fundraising Performance

- Monitor participant fundraising activity and engagement levels.
- Encourage participants to stay active and progress their fundraising.
- Support efforts to increase:
 - Number of active fundraisers
 - Fundraising page usage
 - Overall income raised
- Provide feedback to the Events Lead on:
 - What is working well?
 - Where participants may need additional support

- Effectively manage individual project income and expenditure, providing accurate and timely reports to Events Lead on agreed KPIs.
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4. Working with Marketing & Supporter Care

- Support Marketing teams in promoting challenge events and recruiting participants.
 - Ensure participants receive consistent and timely communications.
 - Work with Supporter Care to ensure a positive and responsive supporter experience.
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5. Event Day Support & Participant Experience

- Support the delivery of events on the day where required.
 - Help create a welcoming and positive experience for participants.
 - Encourage fundraising and supporter engagement throughout the event journey.
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6. Data & Administration

- Accurately record participant and fundraising data within Raiser's Edge.
 - Maintain up-to-date records and ensure data quality.
 - Support basic reporting on participation and income.
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7. Evaluation & Continuous Improvement

- Support post-event reviews and debriefs.
 - Share feedback and ideas to improve future events and supporter experience.
 - Monitor challenge event trends, identifying opportunities for third-party events to ensure our portfolio remains fresh and current for our supporters year on year.
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GENERAL RESPONSIBILITIES

- Respond to supporter enquiries and general fundraising queries.
 - Represent LOROS where appropriate.
 - Ensure compliance with all relevant policies, including data protection and fundraising regulations.
 - Contribute to the wider objectives of the Fundraising Team and Income Generation Directorate.
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KEY PERFORMANCE INDICATORS

- Number of participants recruited.

- Percentage of participants actively fundraising
- Fundraising page creation rates
- Participant engagement levels
- Income raised against agreed targets

GENERAL:

All staff are subject to Equal Opportunities Legislation, the Data Protection Act and LOROS Confidentiality Policy.

To carry out and comply with the prevention and control of infection as per LOROS policies and procedures.

All staff are subject to LOROS policies, procedures and conditions of service, with reference to the Health and Safety at Work Act 1974.

The post holder is responsible for safeguarding the interests of children and adults who they come into contact with during their work. To fulfil these duties post holders are required to undertake mandatory training to recognise the signs and symptoms of abuse, or neglect, or individuals at risk and to follow LOROS policies relating to safeguarding practice including reporting any concerns that they may have.

Take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

Co-operate with their employer as far as is necessary to meet the requirements of the legislation.

All staff should be aware of and aim to contribute to LOROS' Vision and Mission and also strive to exhibit the Values & Behaviours at all times (see attached document).

The contents of this job description are not exhaustive and may be amended in accordance with the needs of the service after discussion with the post holder whose agreement will not be unreasonably withheld.

Signed..... Date.....
Postholder

Signed..... Date

Line Manager