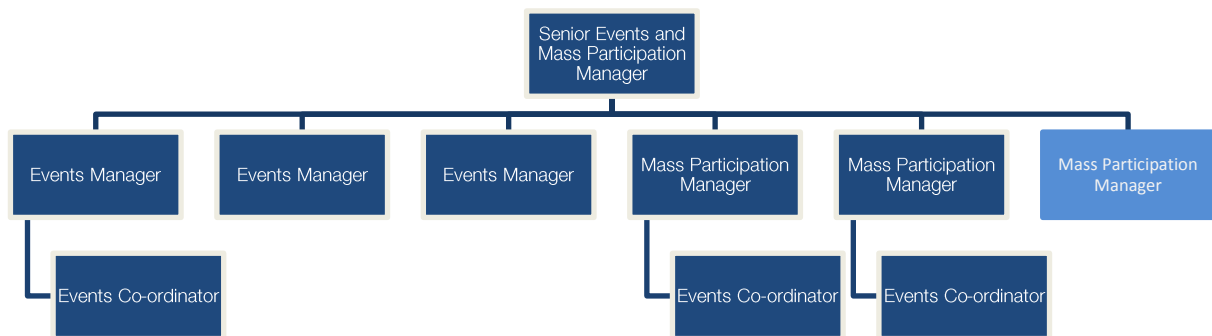


## Mass Participation Manager

<b>DIRECTORATE:</b>	Engagement and Fundraising
<b>SECTION:</b>	Community and National Events Fundraising
<b>REPORTING TO:</b>	Senior Events and Mass Participation Manager
<b>CONTRACT:</b>	Permanent



## WORKING RELATIONSHIPS:

### Inside Diabetes UK

Community and Events team, corporate, marketing, finance, data team, legal, IT, volunteer development, digital

### Outside Diabetes UK

Advertising and creative agencies, fulfillment agencies, event material suppliers, event venues, online fundraising providers, other charities

## OVERALL PURPOSE OF THE JOB

Mass participation is an important area of growth for Diabetes UK's Engagement and Fundraising Directorate.

The role will help to deliver Diabetes UK's mass participation events portfolio through maximising the value of the existing products (e.g. Swim22 and 1 Million Step Challenge), as well as testing exciting new concepts. Working closely with external suppliers and internal

stakeholders the job holder will take these events to market via a high impact, integrated brand and event marketing campaign.

### **MAIN DUTIES AND RESPONSIBILITIES:**

1. Project manage specific mass participation event products, such as Swim22, 1 Million Step Challenge and London Bridges Challenge, to meet agreed financial and participant recruitment targets.
2. Prototype, test and launch new mass participation events with the objective of developing new and sustainable income streams.
3. Contribute to event marketing strategies, liaise with internal and external agencies on design and digital which are in line with Diabetes UK's branding guidelines.
4. Engage existing and acquire new supporters by ensuring an excellent supporter experience which inspires and mobilises supporters throughout the lifecycle of their fundraising journey with Diabetes UK
5. Devise and oversee administration processes for the events to ensure accurate communication and financial records are maintained.
6. Work closely with database marketing to maximise the value of data, to monitor and evaluate performance and produce reporting as required.
7. Deliver events and ensure all legal, health and safety, risk assessments and crisis management requirements are met.
8. Recruit, manage and support volunteers to maximise revenue opportunities whilst delivering an excellent supporter experience.
9. Contribute to and deliver income and expenditure budgets, ensuring the best return on investment for Diabetes UK.
10. Manage all event logistics and attend where necessary.
11. Undertake comprehensive post event evaluation to continuously improve the mass participation activity.
12. Work closely with the Community and Events fundraising team to maximise the value of all events fundraising activity.
13. Deputise for the Senior Events and Mass Participation Manager when appropriate.

### **PERSON SPECIFICATION:**

The best person for this job will be able to:

- Project manage multiple mass participation events
- Prototype, develop and launch to market new mass participation concepts

- Effectively manage internal and external stakeholders, including relationships with agencies
- Implement and work to key performance indicators, with regular monitoring & reporting techniques
- Improve campaign performance with data driven and insight led decisions
- Ensure all legal, health and safety, risk assessment and crisis management requirements for their events are met
- Plan, manage and evaluate event day logistics
- Recruit and manage volunteers
- Prepare and manage budgets
- Develop, implement and evaluate marketing strategies and communication plans
- Evaluate and analyse campaign performance

The best person for this job will have experience in:

- Project managing successful mass participation events or high-level marketing campaigns
- Managing relationships with external agencies, displaying negotiation and diplomacy skills
- Preparing and managing budgets
- Planning, implementing and evaluating marketing strategies for a variety of events
- Developing, implementing and monitoring comprehensive supporter communication journeys and plans
- Managing event day logistics
- Volunteer recruitment and management
- Fundraising databases
- Campaign evaluation and analysis
- Data Protection legislation
- Applying brand guidelines consistently across a variety of channels and products

The best person for this job will be:

- Educated to degree level or experience working in a mass participation or senior marketing role
- Outcome, delivery and target focused
- Able to plan and manage a variety of projects and activities to tight deadlines, whilst maintaining excellent attention to detail
- An excellent communicator who has the ability to build and maintain effective working relationships with internal and external partners
- Willing to travel throughout the UK and to work weekends and evenings
- Committed to, and have an understanding of, equal opportunities
- Committed to learning about, or have an understanding of, diabetes and the issues surrounding the condition