

ACTION MEDICAL RESEARCH

JOB DESCRIPTION

Job Title:	Cycling Fundraiser
Department:	Events
Working Base:	Home based, ideally London/South East
Hours:	Part time, circa 21 hours per week
Reporting To:	Head of Events

Job purpose

To help grow the charity's cycling income, through delivering a programme of cycling challenge events and excellent stewardship to those who cycle for Action.

Main tasks

1. To help plan and develop the cycling programme to maximise fundraising income, identifying and implementing new activity in line with the cycling strategy.
2. To plan and deliver event logistics for allocated cycling events to generate significant profit for the charity at an acceptable cost of fundraising. This will include route planning and design, plotting and uploading routes for GPS and the Action website, route recces, completion of risk assessments and other event documentation, liaising with fundraising colleagues and advising on all pre-event and on the day activity.
3. To represent Action and identify, negotiate with and manage external relationships, including third party suppliers and building on existing relationships as well as developing new ones.
4. To work closely with colleagues and volunteer organisers to ensure that the events are safe. To ensure that all events are carried out within the law, in accordance with Action Medical Research health and safety policy and in conformity with guidance given by local authorities and the Institute of Fundraising.
5. To attend and help run key agreed events within the cycling programme.
6. To work with Head of Events to identify and develop potential sponsorship or partnership deals with third parties and to support management of these deals to maximise the benefit to Action and meet contractual obligations.
7. To provide excellent customer service to event participants and to help identify and develop opportunities where participants and their contacts can be encouraged to support the charity through wider fundraising initiatives including bespoke events.
8. To help recruit and support volunteers to advise on cycling strategy, and who can help plan and deliver the cycling programme.

9. To help support the annual Champions of Cyclesport social event.
10. To help build profile of the programme by identifying and developing relationships with partners such as cycling clubs, trade shows, cycling press and cycling retailers.
11. To work with the Marketing Managers and the Web team to ensure that the portfolio of events is presented attractively and accurately.
12. To ensure that all activity is thoroughly and objectively evaluated post-event, with all relevant improvements implemented.
13. To keep abreast of other activities in Action, and key developments within the charity and commercial events sectors, particularly cycling.
14. To keep the Head of Events fully briefed on activities planned or undertaken.
15. To ensure all activity is compliant with health and safety legislation, GDPR and data protection legislation, and fundraising regulation and codes of practice.
16. To undertake other duties of a compatible nature that may be required by the Director of Fundraising.

This Job Description is a statement of requirements at the time of writing. It should not be seen as precluding future changes after appointment to this role.

Person specification

Skills

- An experienced and passionate cyclist with a demonstrable interest in charity and fundraising events.
- A natural networker, personable and credible.
- Comfortable with harnessing digital technology.
- Excellent verbal and written communication skills.
- Excellent marketing, organisational, problem solving and negotiation skills.
- An ambitious self-starter who thrives under pressure.
- Ability to inspire and enthuse colleagues and event participants.

Experience

- Good experience of organising and delivering events logistics particularly cycling.
- Experience of sourcing suppliers, negotiating contracts and managing performance.
- Experience in identifying and winning new business.
- Experience of managing health and safety and producing risk assessments for events.

- IT - MS Office, Google Docs, Analytics, mapping technology platforms, social media.

Special conditions

- Able to travel throughout the UK on a regular basis – clean UK driving licence.
- Able to work a significant number of weekends from March through to September.
- Prepared to help with the physical, manual handling of equipment and stock.