

# National Events Fundraiser

## Job Pack



### Thank you for your interest in joining the MRF team!

This pack will give you a sense of what is like to work as MRF's National Events Fundraiser and the kind of candidate we are looking for.

If you are seeking a role that is rewarding, where every day is varied and interesting – you are in the right place.

The work you will carry out at MRF will make a difference in people's lives, both in the UK and around the world as we work to defeat meningitis.

**Starting salary: £22,000 - £26,000**

**Location: Bristol or Flexible with home working**

**Contract type: Full time, permanent**

#### Benefits

•25 days annual leave pro rata plus statutory bank holidays

•6% employer pension contribution

•Employee assistance programme in place with free access to confidential, professional legal and health advice

•Cycle to work scheme

# About our National Events Fundraising Programme

The MRF's National Event Fundraising Programme is responsible for a significant proportion of our events income with hundreds of supporters taking on iconic events including the TCS London Marathon and A J Bell Great North Run.

The National Events Fundraiser is an exciting role at MRF within a very successful fundraising team, which last year raised over £400,000 by supporting hundreds of runners to achieve much more than race milestones.

Many of our race participants join Team MRF for deeply personal reasons, having had first-hand experience of the disease. Without Team MRF runners we would not be where we are in the race to defeat Meningitis, they are fundamental to our work and have been so since our early days as a charity.



## Who are we looking for?

### You are a people person

This role is all about working with people, encouraging them as part of Team MRF and supporting them to reach their fundraising goals. You will need to be enthusiastic, outgoing and thrive in motivating people to take action through their fundraising.

### You are passionate

You will need to be an advocate for MRF's work to defeat meningitis, enabling people to achieve their goals and achieving the best for the Charity. It is through the determination of everyone involved with the national events programme that we are able to deliver a number of our goals as a charity. You will harness that passion to help each runner succeed and understand what a difference they make along the way.

### You are a skilled communicator

We are proud of our quality supporter communications, social media pages and in person support. You will be equally happy running a webinar, creating engaging marketing materials and copy writing or helping someone with their fundraising plan on the phone.

### You love variety

With many different elements to the role from planning, marketing, stewardship and event delivery you will need to be flexible and adaptable. This isn't a fully desk-based job, as at different points of the year you will get the chance to meet Team MRF runners face to face by attending the events themselves and delivering celebratory post-race receptions.

### You are organised

With large teams of runners across a rolling annual events programme you must feel comfortable in managing deadlines, overlapping plans and keeping on top of supporter communications. Whilst we have systems in place to support this, our ideal candidate is someone who enjoys taking responsibility for their own workload.

### You want to make a difference

Meningitis and neo-natal sepsis are the second biggest killers of infants under the age of 5 globally even though largely vaccine preventable. MRF are driven to change this by 2030 in all that we do. We also promise to continue to raise awareness and be there to support people who have been affected. If this excites you, then we think you could bring a lot to this role.

## How we will support and develop you

Your skills and development are important to MRF. Once you join the team you will meet with colleagues from across the organisation so you understand the important work MRF are doing to defeat meningitis. You will learn all about your role to get you up to speed on the various elements and tools you'll use as you settle into the exciting programme of work in the student team. Every month you will have the opportunity to come together with your fundraising colleagues for in-depth project development and training sessions. Through weekly 121s, monthly supervision and annual appraisal your line manager will ensure you are developing in your role and gaining the professional skills you need to succeed.



# About Meningitis Research Foundation

MRF is a leading UK and international charity working to defeat meningitis wherever it exists.

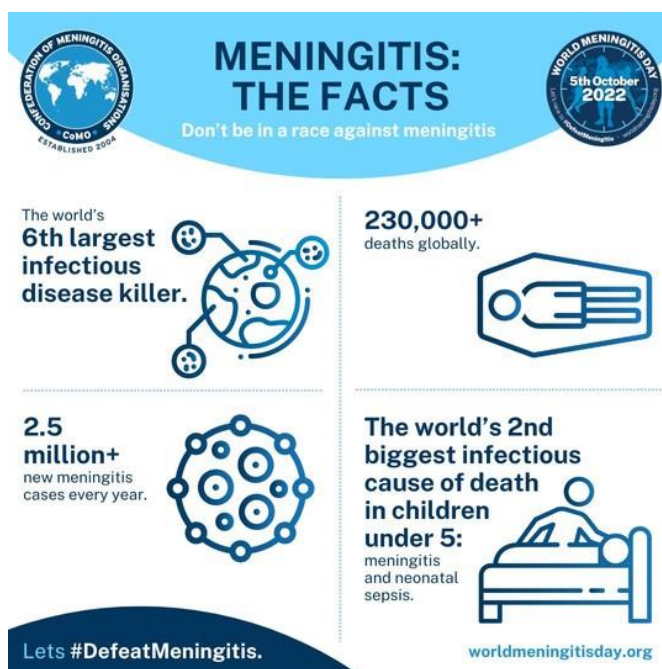
Meningitis strikes quickly and can affect anyone of any age. We are driven by the call of people who have experienced the devastating effects in their lives. Their demand is simple and powerful – to ensure “no other family has to go through what we have”.

Our vision is of a world free from meningitis and septicaemia. A world where effective vaccinations can protect everyone. A world where people who do get the diseases get the most effective diagnosis and treatments possible. A world where people affected, and their families have the best support and information.

To achieve this, we bring together people and expertise, linking patient experience, research, policy and practice. We do this by supporting research into effective vaccines, diagnostics and treatments. We share results of the research with the public, health care professionals and research networks to raise awareness of what they can do to increase personal, family and community protection, optimise treatments and strengthen health systems.

We provide direct support to people and families affected because no one should have to go through this disease alone.

Since the 2021 launch of the World Health Organisation's first ever global roadmap to defeat meningitis, we are now underway on an ambitious new phase of development for the charity. We believe there has never been a more exciting time to join our team. We value imagination, effectiveness and productivity in our work and provide an encouraging environment for enthusiastic, dedicated staff to grow. We reward with good working conditions, competitive salaries and benefits, respect and equal opportunities.



## Meningitis and Me - Harmonie-Rose

Harmonie-Rose was a toddler when she contracted meningitis. She lost all four limbs through septicaemia and is now a quadruple amputee. MRF has supported Harmonie-Rose and her family since the beginning. Harmonie-Rose is truly inspirational saying:

"It doesn't matter who you are – you can do anything if you just push yourself and practice. It'll make perfect if you believe you can achieve. And also, never give up."

You can [watch Harmonie-Rose's story here](#) as part of MRF's Meningitis and Me series.

# MRF Values

**Our values are extremely important to us and mean far more to us than words on a page**

## **We are evidence-led**

We pride ourselves on being grounded in facts. Research and evidence are at our core and remain essential to our work today – guided by our panel of scientific advisors and disease specialists. This approach ensures we provide considered responses to the challenges brought about by the disease, wherever they may be found.

## **We operate with integrity**

To the people we support and work with, we are a trusted source of information and learning. We weigh all of the evidence and operate with openness and transparency to exceed expectations and deliver the best services and responses – be that helping a family or working with health organisations around the world.

## **We pursue our goals with determination**

We will not stop until we defeat meningitis. We will relentlessly seek answers, work tirelessly with purpose and are driven by those we help. Our dedication enables the best modern science, research and on-the-ground learning to work in the positive interests of individuals, families and communities impacted by meningitis and septicaemia, both here in the UK and in communities around the world

## **We are a passionate advocate**

We are a united voice against meningitis and septicaemia and a dedicated champion for those it affects. We exist to ensure that the voices of our members, supporters and those impacted by meningitis and septicaemia in the UK and around the world, are heard and not forgotten. We are highly focused in our work and inform and advise health policy and practice, driven to make a contribution to reducing the burden of the disease and its aftermath.

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## **We collaborate to make progress**

We believe in partnership and collaboration. Whether we are supporting individuals and families who have been impacted by the disease, working with international funding partners or supporting on-the-ground health teams working in challenging environments, we combine resources and expertise to deliver the very best results. We share the knowledge we've gained through more than 30 years of work to support and enable those impacted by or battling to defeat the disease.

## **We act with compassion**

We are driven by the stories of those we work for and with. We care deeply, listen and take the best action for each unique circumstance. Whether it's providing direct support, finding the right information, or campaigning for the change that will make a real difference.

If you have read and understand these values and they appeal to you, they are a good indicator of what it is like to work at MRF.

All applicants will be assessed objectively on their merits in accordance with our Equality, Inclusion and Diversity Policy.

## **How to apply**

The closing date for completed application is 9am Friday 21 July 2023. Interviews will be held in Bristol or via Zoom on Friday 28 July or sooner should early candidates apply. We advise you to submit an early application with the strongest chance of securing an interview. The interview will include a short presentation task, which you will be told about if shortlisted. If you have any questions or would like to discuss the role further, please email [katl@meningitis.org](mailto:katl@meningitis.org).

Please return application forms via e-mail to [beckym@meningitis.org](mailto:beckym@meningitis.org).

Following receipt of satisfactory references, the successful candidate will be able to start as soon as possible. MRF is committed to safeguarding, any advertised role will require references and confirmation of your identity will be undertaken. Specific roles will state if there is a requirement for further checks.

## Job Description – National Events Fundraiser

### Job Purpose and Summary

We are seeking a creative and proactive individual committed to our values. The ideal candidate will be enthusiastic and inspire others to take action, building relationships that last.

Managing a portfolio of projects including our flagship event the TCS London Marathon, you will bring real energy and drive to a role that also requires attention to detail, sensitivity and flexibility.

Whether you come with direct fundraising experience or have transferable skills and the attitude this role requires, we will support and develop you to excel in your role.

Meningitis Research Foundation is based in Bristol, but the role is flexible and is open to anyone wishing to work from home.

### Reports to

The Senior Fundraising Manager will be responsible for your post and will ensure you have been given appropriate tasks as well as providing support and development to you in your role.

### Responsibilities

- Manage a portfolio of mass participation events including our flagship event the TCS London Marathon.
- Inspire individuals to support our vision of a world free from meningitis through events fundraising.
- Deliver high quality supporter care and stewardship.
- Work with the Senior Fundraising Manager and Head of Fundraising to develop and deliver effective funding strategies.
- Develop the events portfolio by evaluating and monitoring current products and seek out new opportunities when appropriate.
- Seek opportunities to share knowledge and learnings with other members of the fundraising team.
- Monitor and report on progress against agreed income and expenditure targets and other KPIs.

### Key Tasks

- Coordination of the planning, delivery and evaluation of MRFs mass participation events programme.
- Through marketing and cross event selling recruit participants to achieve KPI's on runner volume and income.
- Maintain supportive communication and relationships with members and supporters, converting to active fundraisers where possible.
- Lead by example by delivering the best possible stewardship of all donors, maximising opportunities for personal involvement; ensuring written reports, proposals and thank you letters are compelling and accurate and follow best practice, utilising the latest donor engagement techniques.
- Manage relationships with our external partners.
- Prepare regular reports on KPIs agreed with the Head of Fundraising & Senior Fundraising Manager.
- Help to create and execute budgets and plans to meet income targets, monitoring progress against these across your teams and reporting against them regularly.

- Work with the Communications Team and Senior Fundraising Manager to identify relevant links to MRF campaigns and projects.
- Identify opportunities for the High Value income stream.
- Other duties as reasonably requested by your line manager.

#### General, personal & developmental

- Maintain required records of supporter relationships on our database.
- Support all colleagues and communicate your work and needs openly and effectively.
- Establish efficient and effective working relationships and communication with internal and external stakeholders.
- Take responsibility for own development and training needs, in consultation with line manager.
- Keep abreast of the charity's work programmes, and of current developments in the field of meningitis and septicaemia.

## Person Specification

		Essential/ Desirable
Knowledge and Skills	Strong project management skills and the ability to work on multiple projects simultaneously	E
	Good organisational and administrative skills, able to prioritise, juggle multiple tasks and work to deadlines	E
	Excellent written and verbal communication skills	E
	Excellent attention to detail	E
	IT competent. Particularly word processing, spreadsheets, and e-mail	E
	Numerate, able to understand and manage financial information	E
	Experience of managing large teams of event participants (>100 individuals)	D
	Proven experience and current understanding of the events fundraising market	D
	Fundraising/sales and marketing experience	D
	Working knowledge of social media	D
	Experience of working in a charity	D
Personal Attributes	Reliable and consistent	E
	Effective team player with an ability to build effective working relationships	E
	Sensitivity, diplomacy and empathy	E
	Self-motivated and able to work on own initiative	E
General	Able to work occasional unsocial hours and a willingness to travel, occasionally overnight	E
	Full driving licence	D
	This role may require an enhanced DBS check	E

This job description should be taken as a general guide and the charity reserves the right to update and amend it in keeping with operational requirements, which may change from time to time.

## Terms and Conditions – Essentials

### Location

Your normal place of work will be at Head Office which is currently Room 715, The Programme Building 7th Floor, The Pithay, Bristol, BS1 2NB or home based with monthly visits to the Head Office and some travel across the UK for event days.

### Salary

£22,000 – £26,000 including 2% employee pension contribution + 6% employer pension contribution. Paid in arrears on or around 25<sup>th</sup> of each month.

### Contract Type

Full time, permanent.

### Hours of Work

36.25 hours between 8.00 am to 6.00 pm Monday to Friday, with occasional unsociable hours.

### Annual Leave

25 days + statutory & public holidays. The Charity's holiday year runs from 1<sup>st</sup> April to 31<sup>st</sup> March.