

## Job description

# Sports and Challenge Events Manager

June 2025

<b>Directorate:</b>	Development and Communications
<b>Pay grade / staff group:</b>	Professional Services Grade 3
<b>Hours / duration:</b>	Full time (35 hours per week) Monday to Friday
<b>Reports to:</b>	Head of Fundraising Campaigns and Individual Giving

## Main purpose of the job

In this new role, you will manage and deliver our successful programme of sports and challenge events, acquiring and stewarding supporters, to maximise their fundraising and retain them in the longer-term.

Working closely with the Head of Individual Giving and Fundraising Campaigns, you will develop strategies to grow and develop this programme, including community events – to deliver significant growth in income over the next 5 years.

A highly organised and motivated self-starter, you will take the initiative to widen the reach and leverage the popularity of our targeted third-party events, as well as our own exciting partner events such as The Terry Fox Run UK and The Climb of Life.

You will manage the Sports and Challenge Events Officer to review the performance of our events programme, and to identify new opportunities for growth.

You will build important relationships with colleagues across the department and work collaboratively across the organisation, to identify and to work through new ways to grow participation in events and increase fundraising income.

## Our team

The Development Office is responsible for fundraising and philanthropic income across the ICR, maximising support from major donors, individuals, trusts, corporates, charity partners and events. We have a proud track record of performing at a consistently high-level, raising millions every year. Join our team to help make the discoveries that are so urgently needed to improve cancer patients' lives.

Our mission  
is to make the  
discoveries that  
defeat cancer.

# Sports and Challenge Events Manager

## Duties and responsibilities

### Key duties

To review, develop and deliver a profitable, engaging and effective annual programme of sports, challenge and community event opportunities through which individuals can fundraise for the ICR.

Responsible for managing the annual available sports marketing budget and contributing to annual budget planning.

Provide excellent stewardship and supporter experience, including 'on the day' experience and pre and post event contact, to encourage repeat participation or giving in other ways.

Lead a review of our sports and challenge events programme, including established externally organised activities such as marathons and challenge events, using data to analyse past performance (income and ROI) and assess the feasibility for developing our own-brand sports, challenge or community events.

Support the creation of innovative new sports and challenge events, including new offline and digital products, designed to attract and retain supporters and lead on launching these on time, and to budget.

Work with Fundraising Communications and Digital Marketing teams to develop a comprehensive marketing programme to promote our events, secure participants and increase levels of engagement. Ensure all sports marketing is delivered on time and budget. Incorporate key learnings for future campaigns.

Work with the Digital Marketing team to ensure our website and fundraising platforms (e.g. JustGiving) support a variety of innovative ways to fundraise and optimise user journeys for our supporters.

Develop generic fundraising materials for supporters who wish to organise their own activity and provide advice and support appropriate to the level of expected return.

Deliver and develop all events, marketing and supporting materials within the ICR's tone of voice and brand guidelines.

Collaborate with Development teams and to cross sell and identify leads for fundraisers from other areas of fundraising, such as major gifts, corporate, appeals and legacies.

Work with Sports and Challenge Events Officer to set targets and monitor progress of fundraisers – and manage their participation in the most cost-effective way possible, to maximise return on investment.

Responsible for the line management and on-going personal development of the Sports and Challenge Events Officer, including agreeing objectives and KPIs for the role.

## General

All staff must ensure that they familiarise themselves with and adhere to any ICR policies that are relevant to their work and that all personal and sensitive personal data is treated with the utmost confidentiality and in line with the General Data Protection Regulations.

Any other duties that are consistent with the nature and grade of the post that may be required.

To work in accordance with the ICR's Values.

To promote a safe, healthy and fair environment for people to work, where bullying and harassment will not be tolerated.

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## Person specification

### Education and Knowledge

Educated to degree level or equivalent knowledge/experience.	Essential
Knowledge of UK charitable giving and tax law as applies to events fundraising.	Essential

### Skills and Experience

Demonstrable experience and proven success in a similar role in events or sports and challenge and / or community fundraising.	Essential
A proven track record of being results-driven and working to and achieving fundraising targets	Essential
Significant experience of developing and delivering fundraising / and or event plans	Essential
Experience of supporter or donor stewardship activities	Essential
Ability to create and implement marketing plans (online and offline) for events-related activity	Essential
A team player and motivated self-starter, with a calm, diplomatic and professional manner	Essential
Excellent verbal and written communication skills, with a great attention to detail	Essential
Good interpersonal skills and experience of building and developing relationships with individuals and event committees, organising high value events or sporting activity; with suppliers such as tour operators; and with colleagues.	Essential
Highly organised with ability to cope with competing priorities.	Essential
Experience of setting and managing budgets	Essential
Experience of using a donor relationship management system such as Raisers' Edge/ RENXT	Essential
Experience of managing and developing direct line reports.	Desirable

### General

A genuine interest in and willingness to engage with the ICR's scientific research and a passionate belief in our mission.	Essential
Willingness to occasionally work unsociable hours and to take part in other Development Office activity as required.	Essential

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## About our organisation

The Institute of Cancer Research, London, is one of the world's most influential cancer research institutions, with an outstanding track record of achievement dating back more than 100 years. Our mission is to make the discoveries that defeat cancer.

As well as being one of the UK's leading higher education institutions in research quality and impact, the ICR is consistently ranked as one of the world's most successful for industry collaboration. As a member institution of the University of London, we also provide postgraduate higher education of international distinction.

We are also a charity and rely on the support of partner organisations, funders, donors and the general public.

[Read more](#) to find out more about our history, culture, and achievements, and how our funders, supporters and partnerships help drive forward our work.

## Our values

The ICR has a highly skilled and committed workforce, with a wide variety of roles, each requiring different skills. But whether you work as a researcher, or work as part of our corporate team, your work and behaviour is underpinned by these six [values](#). They are what bring us together as one team – as 'One ICR'.



***Our values set out how each of us at the ICR, works together to meet our mission – to make the discoveries that defeat cancer.***

*They summarise our desired behaviours, attitudes and culture – how we value one another and how we take pride in the work we do, to deliver impact for people with cancer and their loved ones.”*

**Professor Kristian Helin**  
Chief Executive

