



Supporter Events Manager Candidate Information

August 2022

The Institute of Cancer Research

About our organisation

We are one of the world's most influential cancer research institutes with an outstanding record of achievement dating back more than 100 years. We are world leaders in identifying cancer genes, discovering cancer drugs and developing precision radiotherapy. Together with our hospital partner The Royal Marsden, we are rated in the top four centres for cancer research and treatment worldwide.

As well as being a world-class institute, we are a college of the University of London. We are consistently in the top performing universities in the league table of university research quality compiled from the Research Excellence Framework (REF 2014 & 2021)

We have charitable status and rely on support from partner organisations, charities, donors and the general public.

We have more than 1000 staff and postgraduate students across three sites – in Chelsea and Sutton.

Development Office

This is an exciting time to be part of our team. Professor Kristian Helin, a world-renowned cancer biologist, recently joined from Memorial Sloan Kettering in New York as our new Chief Executive and we are looking ahead to developing a new organisational strategy which will put income growth at its core.

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 year on year, raising in excess of £12m per annum.

We have successfully navigated the challenges posed by the pandemic, having readily adapted and found creative new ways to engage with our audiences. We are now ready to build on what we've learnt from our

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COVID experiences, as well as the success of our recent £75m capital campaign, by expanding our ambitions and fundraising for pioneering new research projects.

Join us to help our scientists make the discoveries that are so urgently needed to improve cancer patients' lives.

Supporter Events Manager

Working closely with the Head of Supporter Engagement, you will manage and develop ICR's successful sports and challenge events programme to help inspire the general public to support our mission.

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 distinctive but exciting own events such as The Terry Fox Run UK and The Climb of Life.

You will also be adept at working collaboratively across other departments within the organisation and be able to spot opportunities to involve colleagues across the ICR whether in active or indirect participation.

Our mission
is to make the
discoveries that
defeat cancer.

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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'.



Pursuing excellence

We aspire to excellence in everything we do, and aim to be leaders in our field.



Acting with Integrity

We promote an open and honest environment that gives credit and acknowledges mistakes, so that our actions stand up to scrutiny.



Valuing all our people

We value the contribution of all our people, help them reach their full potential, and treat everyone with kindness and respect.



Working together

We collaborate with colleagues and partners to bring together different skills, resources and perspectives.



Leading innovation

We do things differently in ways that no one else has done before, and share the expertise and learning we gain.



Making a difference

We all play our part, doing a little bit more, a little bit better, to help improve the lives of people with cancer.



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

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Job description

Department / division: Development Office

Pay grade / staff group: Professional Services – Pay Grade 4

Hours / duration: Full time (35 hours per week), Monday to Friday.

Reports to: Head of Supporter Engagement

Duties and responsibilities:

Main purpose of the job:

To develop and deliver a profitable, engaging and effective programme of sports and outdoor event opportunities through which individuals can fundraise for the ICR

To provide a mechanism through which the ICR recruits supporters and build its supporter base

Key Responsibilities

1. To contribute to the Supporter Engagement team business planning, setting budgets for sporting activity and to monitor progress against this on a monthly basis.

2. To develop an annual programme of sports and outdoor event opportunities for individuals to fundraise for the ICR; initial plans should be based on analysis of past performance in this area and are likely to focus on well-established, externally organised activities such as marathons and challenge events

3. To line manage and develop the Supporter Events Officer in line with ICR's policy and procedure. This includes establishing agreed objectives and KPIs for that role.

4. To set targets for each participant and monitor and manage their participation in the most cost effective way possible in order to maximise return on investment

5. To maximise the use of all marketing channels, including social media and digital, to develop a comprehensive marketing programme that effectively promotes ICR event opportunities, secures participants and increases levels of participant engagement

6. To ensure that this programme of events is appropriately promoted to ICR supporters by cross selling to other teams within the Development Office and that any leads from amongst event attendees for other areas of fundraising, such as major gifts, appeals and legacies, are identified and shared openly and systematically

7. Where supporters wish to organise their own activity, to establish generic fundraising material for them, and to provide advice and support appropriate to the level of expected return

8. In all cases, to make sure that events are aligned with the ICR's brand values and positioning

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9. To maximise the use of Raisers Edge to capture data from events and to analyse and report on their success. As required provide detailed post event evaluation and recommendations for future events.

10. Act as first point of contact for and represent ICR as is necessary at event/volunteer committees to support the planning, promotion and implementation of existing and new community events.

11. To manage external organisations including agencies and suppliers to promote ICR event opportunities and to deliver a positive and high quality of supporter care and experience.

12. To undertake any other duties as might reasonably be required by the Head of Supporter Engagement

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.

This job description is a reflection of the present position and is subject to review and alteration in detail and emphasis in the light of future changes or development.

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Person specification

Education and Knowledge

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

Skills and abilities

Strong track record of success in a similar role in sports and challenge fundraising	Essential
Ability to create and implement marketing plans (online and offline) for events-related activity	Essential
Must have great attention to detail, strong written and verbal communication skills and have a calm, diplomatic and professional manner	Essential
Must be a team player and a motivated self-starter with ability to cope with competing priorities	Essential
A genuine interest in and willingness to engage with ICR's scientific research; and a passionate belief in our mission	Essential
Willingness to work some unsociable hours and to take part in other Development Office activity as required	Essential

Experience

Experience of building and developing relationships with individuals organising high value sporting activity on our behalf, with suppliers such as tour operators and with colleagues across the wider Development Office team whose expertise is needed	Essential
Experience of utilising social media for similar fundraising activities	Essential
Line management experience	Essential
Experience of setting and managing budgets	Essential
Experience of using a donor relationship management system such as Raisers' Edge	Essential

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Benefits

We offer a fantastic working environment, great opportunities for career development and the chance to make a real difference to defeat cancer. We aim to recruit and develop the best – the most outstanding scientists and clinicians, and the most talented professional and administrative staff.

The annual leave entitlement for full time employees is 28 days per annum on joining. This will increase by a further day after 2 years' and 5 years' service.

Staff membership to the Universities Superannuation Scheme (USS) is available. The USS is a defined benefit scheme and provides a highly competitive pension scheme with robust benefits. The rate of contributions is determined by USS and details of the costs and benefits of this scheme can be found on their website. If staff are transferring from the NHS, they can opt to remain members of the NHS Pension Scheme.

We offer a range of family friendly benefits such as flexible working, a parents' group, and a maternity mentoring scheme. Other great benefits include interest free loans for discounted season tickets for travel and bicycle purchases, access to the NHS discounts website, a free and confidential Employee Assistance Programme which offers a range of well-being, financial and legal advice services, two staff restaurants, and access to a gym and sporting facilities at our Sutton site.

Further information

You may contact Lannah Carbonilla for further information by emailing lannah.carbonilla@icr.ac.uk. This job description is a reflection of the current position and is subject to review and alteration in detail and emphasis in the light of future changes or development.