

The Great North Air Ambulance Service

Job Description

Job Title: Challenge Events Officer

Department: Public Liaison

Location: Darlington/Urlay Nook based (Involves regular travel – must have full clean driving license)

Hours: Full Time (40 per week, can include both evenings and weekends)

Salary Range: Band 3 £20,086 - £25,486

Relationships:

- Responsible to: Corporate and Events Manager
- Liaise with: Supporters, charity employees/volunteers, event suppliers.

Key Responsibilities:

1. To take the lead on developing and implementing a challenge events fundraising strategy with the aim of devising, implementing and managing initiatives to attract new challenge event fundraisers and to maximise income to its full potential.
2. Liaise with event suppliers, sponsors and attendees.
3. Produce up to date reports on all challenge events and activities and participate in internal meetings and communications.
4. Represent the organisation at meetings and external events, talks and cheque presentations and promote the organisations aims and objectives.
5. Support members of the public and 3rd parties who organise challenge events and fundraising in aid of the organisation.
6. Implement supporter journeys, building excellent relationships with participants, ensuring we reflect best practice in supporter retention.
7. To lead and coordinate staff and volunteers in promotion, supporting and representation at challenge events.
8. Manage challenge event equipment and resources available to the charity and develop and implement potential new equipment and resources.
9. Lead on developing and implementing robust administration and planning processes that support efficient working and ensure excellent customer service with challenge events.
10. To liaise with Marketing staff to develop a marketing plan which demonstrates and measures activity to achieve required challenge events fundraising income and participation targets, whilst supporting the development of promotional materials, press release, social media activity and website posts.
11. Ensure GNAAS' challenge events fundraising is carried out safely and legally and complies with fundraising regulations.
12. Maintain and develop knowledge of the challenge events market, whilst networking with other charities and attending sector events as necessary.

13. Analyse data from the charities CRM system to identify trends and opportunities within challenge events as appropriate.
14. Undertake general administrative duties such as answering telephone calls, replying to emails, opening mail, note taking at meetings, maintaining data on CRM system.
15. Assist the Corporate and Event Manager as necessary and take on duties as required.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by the organisation and the overall business objectives.