



Community & Challenge Events Coordinator – Job Description

Salary: £25,000 - £27,500 per annum

Hours of Work: Full Time (37.5 hours per week)

Contract: 24 months with extension based on income achieved

Summary:

The Aloud Charity is looking for a Community & Challenge Events Coordinator to work across Wales, supporting us to raise money through donations to enable us to deliver our free group singing activities for young people across Wales.

The Community & Challenge Events Coordinator will be a proactive member of the Development Team, securing donations and support from members of the public and existing stakeholders. They will be responsible for organising **challenge events, third-party participation events and volunteer-led fundraising events** within the community. The successful candidate will work with the Development Manager, Relationship Manager, Bid & Content Writer and Project Managers to contribute to the overall fundraising target of £725,000.

The post holder will have a broad range of responsibilities which will require significant initiative and flexibility, empowering members of the public to take part in or organise their own fundraising events in a safe and effective way.

The Community & Challenge Events Coordinator sits in the Development Team, is line-managed by the Development Manager and will be responsible for recruiting and supporting volunteers to support fundraising activity.

The successful candidate will have:

- At least 2 years' experience generating income in a public-facing fundraising or sales role
- Excellent interpersonal skills, with a strong track record of using persuasive language and content to engage with members of the public and third-party promoters
- A willingness to work with volunteers, with an understanding of the importance of supporters
- An understanding of budgets, with the ability to manage project records accurately
- A passion for supporting the arts and young people in Wales
- Self-motivation, ambition and the ability to work well independently or within a team

Tasks and Responsibilities

1. **Manage Challenge and Third-party events**
 - Identify opportunities for Aloud supporters to take part in third-party events, such as the Cardiff Half Marathon, International Hiking Treks or Sponsored Skydives

- Plan and manage challenge events, ensuring that they are delivered on time and within budget
- Take initiative to actively promote and publicise Aloud and Third-Party events
- Support members of the public to reach their fundraising target with the use of fundraising materials as necessary i.e. t-shirts, buckets, banners

2. **Support and Facilitate Community events**

- Empower members of the public to host their own fundraising events, such as Coffee Mornings, Sponsored Walks and Raffles, ensuring activities are held in line with Health & Safety, Fundraising and Safeguarding Regulations
- Have an awareness of external community events to maximise opportunities for engagement or promotion
- Work with the Relationship Manager, Project Managers and Youth Forum to develop relationships with members of the public, individual supporters, community groups and local businesses to maximise donations from activities in their community
- Work with the Artistic Team to develop ways for parents of participants to support Aloud
- Support members of the public to reach their fundraising target with the use of fundraising materials as necessary i.e. t-shirts, buckets, banners
- Work with volunteers to distribute relevant information about our work and participation opportunities at wider charity activities and performances

3. **Maximise Parent Giving**

- Work with the Development Manager, Relationship Manager and Artistic Team to identify and encourage parents to engage with and support Aloud / Third-party events
- Support the development of capturing parent data and maximising opportunities to communicate with parents about ways they can support the charity

4. **Across all areas of work**

- Work with the Development Manager and the Development Team to identify and pursue new opportunities for fundraising and raising the profile of our work
- Develop and implement strategies for promoting challenge and community events, using a range of digital and traditional marketing tools
- Work with the Bid & Content Writer to develop high-quality literature and marketing information for supporters
- Engage with supporters and stakeholders through phone calls, emails, and other forms of communication, ensuring that their needs are met and that they are kept informed about the impact of their donation
- Ability to manage own budgets and maintain accurate records
- Delegate tasks to Aloud volunteers when appropriate,
- Work with the Aloud team and volunteers to raise awareness for wider charitable opportunities efficiently
- Ensure that all supporters have a positive experience while fundraising for The Aloud Charity, and feel valued and appreciated for choosing to support our work

Skills and Experience:

	Essential	Desirable
Proven experience as part of a busy fundraising team, ideally in a public-facing role	✓	
A track record of generating income from community fundraising and/or challenge events	✓	
Excellent interpersonal and communication skills, with the ability to engage with a wide range of stakeholders	✓	
Ability to receive, handle, analyse and resolve queries in a prompt and appropriate manner, directing unresolved queries to the appropriate person	✓	
Experience of using a range of digital and traditional marketing tools to promote fundraising activities	✓	
Proficiency in IT packages with experience of using Microsoft Office and Canva	✓	
Clean Driving Licence - frequent travel around Wales will be necessary	✓	
Experience of working with volunteers		✓
Experience working with social media channels		✓
Understanding of charity and fundraising laws, regulations and best practice, including GDPR, Data Protection, Safeguarding and licensing		✓

Personal Specification

	Essential	Desirable
A passion for the work of The Aloud Charity and a commitment to our mission	✓	
A driven, self-starter who is motivated to meet targets	✓	
Highly organised, with excellent attention to detail and the ability to manage multiple tasks simultaneously	✓	
A proactive and flexible approach to work, with the ability to work independently and as part of a team.	✓	
Ability to be creative and proactive	✓	
Willing and able to work evening and weekends as needed to support key work commitments	✓	
Ability to communicate in Welsh – written and verbal		✓

Everyone at The Aloud Charity is expected to:

- Work together to achieve the 3-year strategic plan
- Actively support and promote The Aloud Charity's commitment to diversity, inclusion and access in every area of our work
- Adhere to all policies and procedures of The Aloud Charity in every area of work
- Be committed to continuous professional development, maintaining any professional memberships as appropriate
- Proactively share knowledge and skills to develop the understanding or skills of colleagues, Trustees and volunteers
- Maintain an awareness of how their work impacts upon fundraising and individual giving
- Maintain an awareness of the budgets in place for activities and ensure that income streams are capitalised on
- Understand how their work feeds into the Communications and Fundraising Strategies
- Develop content for press and media
- Support evaluation and impact reporting
- Mitigate the environmental impact of their work
- Attend team meetings, other company meetings, training events and initiatives as required
- Undertake any other duties which from time to time may be required by the charity (The Aloud Charity is run by a small team carrying out a wide range of operations and occasionally it may be necessary for the post-holder to cover for other team members or to help with the other operations of the charity)

Location: The Aloud Charity's office is based at Unit 1, Regents' Court, Nettlefold Road, Cardiff CF24 5JQ. We have an agile working policy that supports staff to work flexibly and choose a place to work from that supports the task in hand. This post requires frequent travel across Wales and as such, we expect the post-holder to be Wales based with the option of being home based or office based, but with a minimum requirement of monthly travel to Cardiff for team days and meetings.

Hours of work: 37.5 hours per week. Hours are worked flexibly to support the well-being of staff as well as meeting the business needs of the organisation. They will include evenings and weekends to fulfil the duties of the role.

Holidays: 25 days annual leave plus bank holidays.

Pension: Contributory pension scheme available. We currently provide a pension contribution of up to 3% of gross pay after completion of the probationary period.

Notice period: 1 month.

The Aloud Charity is committed to providing an inclusive, respectful and welcoming environment for all members of staff and those it works with. We value all staff and potential staff as unique individuals, and we welcome the variety of experiences they bring. We do not allow discrimination. We believe everyone should be treated equally regardless of gender identification, race, disability, ethnic or socio-economic background, age, family circumstances, marital status or civil partnership, religion, sexual orientation, gender reassignment, pregnancy and maternity or other irrelevant difference, and are committed to working with diversity in a positive way.

Aloud positively welcomes and encourages applications from groups of people who are under-represented including Black, Asian and Ethnically Diverse people, D/deaf, Disabled and Neurodivergent people, Welsh speakers and those with protected characteristics. The principles of fair and open competition will apply, and appointments will be made on merit.

To apply: Please send your CV and no more than a two-page cover letter outlining how you meet the requirements of the role to recruitment@thealoudcharity.com.

Deadline for receipt of applications is 3pm on Monday 2 October 2023. We also ask applicants to complete an Equal Opportunities Monitoring Form that will be removed from the application on receipt and will not have an influence on decision making.

Interviews will take place on Wednesday 11 October 2023 in Cardiff and you will be notified of the whether you have been shortlisted by Wednesday 4 October 2023.

Thank you for your interest in The Aloud Charity.

Your application and any associated personal information will be stored and processed in accordance with our Data Policy and destroyed after 6 months. If you are appointed and employed by us, the information you submit will be held securely and will form part of your employment record.