**Job Description**

**Title: Community, Challenge & Events Lead**

**Location: Hybrid (cardinal)**

**Reporting to**: **Head of Fundraising and Marketing**

**Responsible for: Community Fundraising Officer, Events & Challenge Officer and Community Administrator**

**Grade:**

Our Vision

Our vision is a world where dying with dignity, compassion and having choices is a fundamental part of a life

Our Mission

Our mission is to ensure all individuals facing the end of their life in Lincolnshire receive dignified, compassionate care when they require it and where they ask for it.

Our Values

Aiming High

We reach for excellence and set the standard for others to follow. Celebrating individual and collective success and actively looking for ways to be even better.

Being Courageous

We push boundaries and provide challenge - standing up for what is right and supporting others to make a difference across all aspects of our work.

Working Better Together

We recognise the power of community; building connections and relationships which help us make a positive contribution. Respecting and valuing all contributions - we are ONE team, united and inspired by our common purpose.

Having Heart

People are at the centre of all we do. We’re proud of our ability to work in tough situations with resilience, empathy and kindness.

Doing It Right

We are ethical, honest and use resources respectfully. Taking responsibility for our actions and doing what we say we’ll do - we challenge others to do the same.

**Job Purpose**

The Community, Challenge & Events Lead plays a critical role in delivering and developing the Trust-led event programme and wider community fundraising strategy to ensure sustainable income growth. This role is responsible for leading a team of fundraisers to optimise the impact and return on investment (ROI) of core events, manage the challenge events calendar, and strengthen local engagement across Lincolnshire.

The postholder will focus on high-impact delivery of flagship mass participation events (e.g. Torchlight Procession and Tree-cycle), while overseeing the full community portfolio including public fundraising, DIY fundraising, volunteer-led events, and third-party partnerships. They will ensure supporter stewardship, strategic KPIs, and campaign cross-selling are embedded throughout.

Working with the Head of Fundraising and Marketing, this role will contribute to long-term fundraising planning, evaluation, and staff development across the Community & Events function.

**Main Duties and Responsibilities**

**Data & Insight**

* Work with the Supporter Engagement & Data Lead to ensure events are insight-driven, supporter data is captured accurately, and ROI analysis is embedded.
* Use CRM reporting to segment supporters and inform stewardship and conversion campaigns.

**Digital Fundraising**

* Integrate digital platforms (JustGiving, Facebook Giving, Strava, Eventbrite, Enthuse) into fundraising campaigns, ensuring participants have clear online stewardship journeys.
* Test and scale digital fundraising opportunities (e.g. virtual challenges).

**Income & Accountability**

* Take ownership of income targets for Community & Events, reporting monthly on performance, risks, and mitigations.
* Ensure each event/activity has clear KPIs (income, cost per £ raised, supporter experience scores).

**Compliance**

* Ensure GDPR, insurance, safeguarding, and volunteer wellbeing are factored into all activities.
* Maintain up-to-date knowledge of regulatory requirements and implement training for staff/volunteers.

**Team Leadership**

* Lead on recruitment, induction, and PDR process for the Community & Events team.
* Support staff and volunteers with professional development and succession planning.

**Collaboration**

* Work with Retail and Volunteering teams to maximise community-based income opportunities and steward shop-based volunteers/donors.
* Ensure campaigns are integrated with wider Income Generation activity (RG, Lottery, Legacy).

**Innovation & Growth**

* Lead horizon-scanning and pilot innovative approaches to public fundraising.
* Regularly review performance and make evidence-based recommendations to scale, adapt, or retire events.

**Strategic Leadership & Campaign Delivery**

* Lead the development and implementation of the Community & Events strategy, ensuring alignment with the Trust's income generation goals and 5-year forecast.
* Oversee delivery of the annual events calendar, including ownership of flagship events to ensure quality, risk management, and income targets.
* Optimise ROI of activities, ensuring resource allocation matches return and strategic value.
* Drive cross-selling opportunities across supporter touchpoints (e.g. RG, lottery, challenge to community).
* Monitor and analyse fundraising KPIs (e.g. cost per £ raised, supporter engagement, net income) to evaluate performance.

**Team Management & Development**

* Line manage the Community Fundraising Officers and Events & Challenge Officer to deliver income and engagement targets.
* Lead weekly planning, income tracking, and team coaching to foster a high-performance culture.
* Support team members with risk assessments, logistics planning, H&S compliance, and stakeholder engagement.
* Promote collaborative working between staff, volunteers, and departments to maximise impact.

**Supporter Stewardship & Engagement**

* Champion excellent supporter experience at every stage of fundraising – from first contact to post-event thanks.
* Ensure stewardship plans are embedded for all key activities and tailored for core supporter segments.
* Oversee community-based volunteer groups and event support teams.

**Compliance & Collaboration**

* Ensure all events and community activity comply with the Fundraising Regulator’s Code of Practice, Gambling Commission (where applicable), and internal governance.
* Work in partnership with Marketing to ensure branding, promotion, and storytelling are aligned to campaign objectives.
* Collaborate with the Supporter Engagement & Data team to ensure CRM is used consistently and effectively.

**Innovation & External Positioning**

* Identify opportunities to refresh or replace underperforming events based on insight and audience trends.
* Monitor competitor activity and sector benchmarks to inform local innovation.
* Represent the hospice externally, including networking events, supporter meetings and presentations.

**Fire Marshal - please consider the required number of fire marshals needed within your work area and include the following duties should this position be required to fulfil the Fire Marshal role.**

**Health and Safety Representative - please consider the required number of health and safety reps needed within your work area and include the following duties should this position be required to fulfil the Health and Safety Officer role.**

**Additional Duties**

All employees of the St Barnabas Hospice Trust (Lincolnshire), St Barnabas Promotions Ltd. and St Barnabas Shops Ltd., all hereafter referred to as employees of “the Trust”, are expected to comply with the general duties detailed below:

**Infection Control and Prevention**

All employees of the Trust are required to:

* Maintain a clean and safe environment, minimise risks of infection, report infection control issues of concern to their line manager and attend mandatory infection prevention training.
* Work in accordance with their local infection control procedures and in adherence to the Code of Practice for the Prevention and Control of Healthcare Associated Infection as outlined in the ‘Health and Social Care Act 2008’.

**Safeguarding Children, Young People and Vulnerable Adults**

The Trust is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All staff and volunteers are therefore expected to behave in such a way that supports this commitment. For further details please refer to the 'Safeguarding Vulnerable Adults Policy and Procedure' and to the 'Safeguarding Children Procedure'. Should you have any concerns about any child or vulnerable adult that you encounter in the course of your St Barnabas duties, please report these to your line manager and / or to the Family and Carers Support Services team.

**Health & Safety**

All employees responsible and accountable for ensuring that:-

* They work safely in accordance with any relevant and appropriate training, safe systems of work, procedures and/ or rules in force in their workplace.
* They co-operate with the Trust in matters of health and safety and take care of their own health and safety and do not endanger other by their acts or omissions
* They wear and use, at all times, the appropriate personal protective equipment provided and use all safety devices, guards etc. provided to make safe any plant and equipment.
* They immediately report defective equipment /machinery onto the Trusts maintenance helpdesk system, and isolate the equipment so that it cannot be used. Once the situation is safe then the line manager must be informed.
* They immediately report any unsafe acts or conditions using the Trusts dedicated reporting system and bring it to the attention of their line manager.
* Report any ongoing unsatisfactory responses of maintenance or safety issues to the Health and Safety Manager.
* Maintain their working and welfare environment in a clean and tidy condition.

Whilst the aim of the Trust is to promote a co-operative and constructive view of Health and Safety, all staff must be aware that a wilful or irresponsible disregard for safety matters may give rise to disciplinary proceedings.

**General Policies, Procedures and Practices**

All employees of the Trust are expected to comply with all Trust policies, procedures and practises and are responsible for keeping up-to-date with any changes to these.

**Duty of Candour**

All employees of the Trust are required to:

* Be honest, open and truthful in all their dealings with patients and the public, and ensure that organisational and personal interests are never allowed to outweigh the duty to be open, honest and truthful.
* This supplement to your job description should be regarded as an additional guide to the duties you are required to perform and is not intended to be definitive or restrictive in any way and does not form part of the contract of employment.

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**Person Specification**

**Role:**

**Accountable to:**

**E** - Essential **D** – Desirable

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| **Criteria** | **Essential / Desirable** |
| At least 3 years’ experience managing events and/or community fundraising | Essential |
| Experience managing and motivating teams to deliver income targets | Essential |
| Demonstrable experience delivering flagship events and achieving ROI | Essential |
| Experience of challenge events and third-party fundraising platforms (e.g. JustGiving) | Desirable |
| Understanding of the Fundraising Code of Practice and risk management | Essential |
| Proven ability to analyse performance and act on insight | Essential |
| Strong relationship management and supporter stewardship skills | Essential |
| Excellent communication, organisation and time management | Essential |
| Knowledge of CRMs and Microsoft Office | Essential |
| Willingness to work occasional evenings/weekends and travel across the county | Essential |

**Job Description Agreement**

I declare that I have read the Job Description and Person Specification and confirm that this is an accurate and fair description of the role.

**Signature Date**

**Job Holder:**

**Line Manager:**