# Job description

**Job title**: Community and Events Executive

**Team**: Fundraising and Marketing

**Department:** Community and Events

**Job location:** Andover or Home Based

**Reports to:** Community and Events Fundraising

Manager

## Overall purpose

Macular disease is the biggest cause of sight loss in the UK, with around 300 people diagnosed every day. The Macular Society is the only charity determined to beat the fear and isolation of macular disease with world class research, and the best advice and support.

To support people affected by macular disease now, the Macular Society provides a range of support, information and services. Our research programme is focused on finding new treatments and a cure to Beat Macular Disease forever.

## Organisational chart

The role focuses on raising funds, recruiting new donors and engaging existing donors, with particular emphasis on challenge events. The postholder will work closely with the Community & Events Fundraising Manager in driving income, identifying opportunities and stewarding our supporters.

Organisation chart shows the Community and Events Fundraising team headed up by the Community and Events Fundraising Manager. Four roles report into the Community and Events Fundraising Manager: Regional Fundraising Manager (South East), Regional Fundraising Manager (London), two Community and Events Executives.

## Our values

We will beat macular disease by…



* Knowing Our Stuff - we have Integrity and we act Honestly

### Showing We Care - we are Supportive and Caring

### Making It Happen - we are Ambitious

## About the role

* Contribute to community and events team income, with specific emphasis on challenge event income
* Oversee the stewarding of challenge event supporters, liaising with the Community and Events Executive, the relevant Regional Fundraiser or other Macular Society colleagues where necessary
* Use analysis and trend data to propose the appropriate charity places for mass-participation sporting events and to inform which events to promote through our on and offline platforms
* Liaise with the Community and Events Manager to help to forecast each year’s event income and participant numbers
* Proactively identify and recommend opportunities for further income generation and donor recruitment, including through digital and social media
* Monitor the events and challenge event initiatives across the sector and share with team – keeping them across current trends, practices and competition
* Keep up to date with best practice and comply with relevant legislation

All our team members are expected to comply with Macular Society terms and conditions, rules, policies, procedures, codes of conduct, quality standards, authorisation processes, risk management policies and relevant external regulations.

**About you**

1. You will be committed to equality, diversity and inclusion in all aspects of our work.

2. You will have an open and collaborative approach to work, helping us to achieve our Knowing Our Stuff value by working with integrity, making informed decisions to be the best we can be to Beat Macular Disease.

3. You will be able to act with empathy, providing a caring, approachable and supportive environment for all – we Show We Care by listening to each other and working together.

4. You will be ambitious in your approach to help Make Things Happen, we are progressive yet supportive, and brave in our actions to make the progress that is needed to Beat Macular Disease.

5. You will be happy to work in an organisation that puts those we support first, advocate for the Macular Society at all times, and be comfortable that all members of the team are part of our fundraising culture.

Specifically for this role:

You will have experience of working in a fundraising environment (challenge events experience preferable) and an understanding of what excellent donor stewardship looks like.

Knowing Our Stuff

* Excellent organisational and influencing skills and a can-do, hands-on approach
* Great attention to detail and accurate reporting skills
* Strong written and verbal communication skills

Making It Happen

* Up-to-date digital marketing skills and ability to manage diverse and demanding workloads
* Able to work independently under own initiative and cooperatively as part of a hybrid-working team
* Strong IT skills including Word, Excel, PowerPoint, Outlook

Showing We Care

* Demonstrable experience of delivering excellent supporter/customer care
* Excellent team working and collaborative working skills and the ability to develop effective partnerships
* Commitment to high standards in all areas of work

Eligibility to work in the UK:

Proof of identity and eligibility to work in the UK.

## Volunteering:

From time to time you may be asked to support / volunteer your time (TOIL available) at Macular Society events that take place outside of normal working hours.

## Safeguarding:

The Macular Society is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

You are required to carry out other such duties as may reasonably be required, relevant to the role.

This job description is accurate as at the date shown below. In consultation with you it is liable to variation by the Macular Society to reflect or anticipate changes in or to the role.

**Annual leave:** 26 days plus bank holidays (pro rata for part time)

**Based:** Andover with some home working

**Contract Type:** Part Time, 22.5 hours per week, days to be discussed

**Date of evaluation:** 31 March 2025