

ovarian
canceraction



**Community and Events Manager
Candidate Information Pack**



A message from the Director of Fundraising

Did you know that the average woman diagnosed with ovarian cancer has a higher chance of dying than surviving? Or that survival rates for women with ovarian cancer now are where survival rates for those affected by breast cancer were 50 years ago?

Don't worry if you didn't know that; you're not the only one. One of our supporters once told us 'It's not that ovarian cancer is a silent killer, it's that people don't listen'. This is typical for so many women's health issues including ovarian cancer; women often feel overlooked when they have symptoms and once diagnosed, they have limited treatment options and soon run out of choices,

We know change is possible. Funding for other cancers like prostate, bowel and brain cancer are slowly benefiting from increased investment in research. The fact that there is a mammogram to detect breast cancer and a smear test to detect cervical cancer is proof that research can change the odds of survival. We are determined to drive that same change for ovarian cancer.

We have had some great successes over the last few years despite the challenges the charity sector has experienced, but we are ambitious to do so much more, and our new three-year strategy sets the bar high for growth.

Some of those successes have been in our community and events portfolio and the foundations are strong for whoever comes into this role. Our incredible community is at the heart of what makes us strong and nowhere is that more visible than in our flagship event Walk in her Name which has achieved phenomenal success for the third year running. We have influential ambassadors like Beth Mead who are totally committed to using their voices to make us heard. We have a strong emphasis on digital delivery within community and events fundraising and believe this is core to our current and future success.

There is so much more to do though. This role is responsible for almost 40% of our income target in this financial year, so if you are reading this and are feeling excited by our cause and our ambition AND think you have the relevant experience, please keep reading.

Are you someone who is ambitious and driven to make a tangible difference and can demonstrate where you have driven significant income growth? Do you have the experience we need to develop, manage and grow new and existing events and activities? Do you take a creative and insight led approach when creating new mass engagement activities?

If that sounds like you, I would love to hear from you. You would be joining a dynamic and ambitious fundraising team that I take huge delight in leading and supporting, so together we can raise more money to invest in the groundbreaking research that will lead to new treatments and ultimately improve survival of this terrible disease.

I look forward to hearing from you soon.

A handwritten signature in black ink that reads "V Bednall". The signature is fluid and cursive, with a large initial 'V'.

Vicki Bednall, Director of Fundraising

About Ovarian Cancer Action (OCA)

The odds are against women with ovarian cancer surviving more than 5 and 10 years. In fact, only 3 in 10 women diagnosed with ovarian cancer live beyond 10 years. It's unacceptable. With more and more women predicted to get ovarian cancer over that period, it's vital we make faster progress to reach a vision of ovarian cancer being survivable for all women.

In fact, we're so determined, that we're supercharging our ambitions; to transform survival rates so by 2032 at least half of women with ovarian cancer live for 10 years. And we're focused on driving improvements in three key areas:

- **Breakthroughs** – we need to develop ground-breaking new treatments, be on the path to a screening programme and build better care pathways to give patients more options to get rid of their cancer or keep it under control for as long as possible. We've invested over £12 million in pioneering scientific and clinical research to build breakthroughs since our inception in 2006, more than any other ovarian cancer charity. But we need to make giant leaps now, not small steps.
- **Knowledge** – shockingly, only 1 in 10 women know the main symptoms of ovarian cancer. We can save thousands more lives by equipping people with the information that can prevent ovarian cancer in those at highest risk and diagnose ovarian cancer in others as early as possible. Our lifesaving awareness campaigns need to reach more women, health professionals and higher risk communities to cut through the noise and change the future for women of today and tomorrow.
- **Equality** – we must make sure that women are able to access the best care and information regardless of age, ethnicity, or location, to have the best chance of survival. In 2020, we bid for and secured £1.2m from the Tampon Tax Fund to deliver our game changing 'IMPROVE UK' project. In partnership with the British Gynaecological Cancer Society, this project is tackling severe regional and systemic inequalities in outcomes experienced by patients. This can lead to immediate transformation in our health care systems for women with ovarian cancer.

Progress has been made over last 30 years, but it's not enough. Ovarian cancer is an incredibly complex disease with shockingly low survival rates. The Covid pandemic and Brexit has made the situation worse for patients and has also affected the UK research community over the last few years. We must accelerate progress, so we see the same fast and consistent improvements in ovarian cancer as we've seen in prostate and breast cancer.

We have a huge challenge on our hands, so we need people up for this challenge. People who bring determination, passion, commitment, and creativity that can turn the tide on ovarian cancer. We have a new five-year strategy, a renewed focus on research and ambitious plans to drive forward progress at a faster pace. Can you hit the ground running?

[Watch this video to learn more about what we do and the impact we have.....](#)



Summary of the Community and Events Manager Role

Are you ready to be a part of an ambitious, successful and growing fundraising team? We are looking for someone who loves all things community & events, and who will be key to developing and driving successful and innovative supporter led activities, events and approaches in order to reach and hopefully smash income targets!

You'll be an integral tactical part of the fundraising team, delivering against some of the key components and priorities of the mass engagement strategy, championing best practice and excellence across all supporter care and engagement.

You will deliver on robust financial planning, reporting, and spearhead relevant cross team project work, as well as working with Director of Fundraising to identify opportunities and tactics to strengthen and grow the portfolio.

You'll be part of a Team that is passionate, determined and with bold growth ambitions. A team that is open to new approaches and opportunities, learns from testing and being creative and is data and insight driven to inform choices and priorities and most importantly, we are and will be supporter led at all times.

We are looking for someone who.....

- Has a fantastic experience of developing, managing and growing events, as well as a creative and insight led approach to implementing new mass engagement activities.
- Is looking to be an integral part of the fundraising management team, delivering robust plans, insight and spearheading relevant cross team project work.
- Is looking for that exciting opportunity to shape and lead an already successful events and community activity and to bring innovation and diversity in order to further strengthen its future success.

This is an exciting chance for a highly motivated manager to make a tangible impact, helping OCA further strengthen and success in its mass engagement activity and focus.

Job Description

Reports to:	Director of Fundraising
Functional team:	Fundraising
Direct reports:	Senior Community and Events Officer,
Main working relationships:	Senior Community & Events Officer, Individual Giving Manager, Digital Officer, Digital Engagement Manager, Data Lead, Senior Database Officer.

Main purpose of the role:

To lead on the programme of OCA events and community fundraising development and delivery, providing excellent stewardship to Ovarian Cancer Action's (OCA) community and in-mem fundraisers, challenge eventers and wider event participants, to drive income, retention, and supporter loyalty in 2023 and beyond. You will project manage and develop OCA's flagship event, Walk in Her Name, working closely with the Mass Engagement Manager to maximise stewardship, uplift, and lifetime value, as well as identifying growth and offshoot opportunity.

Scope of the role:

- **Growth & Delivery:** Lead on the planning and delivery of OCA's community and challenge events portfolio and provide excellent stewardship to ensure retention and increased lifetime value.

- **Supporter Engagement:** Play a key role in the development and delivery of OCA's mass supporter journey and engagement plans, ensuring consistency, efficiency and personalisation for all 3rd party supporters and event participants.
- **Leadership:** Contribute as part of the Fundraising Management Team to robust financial planning, management and reporting of income and expenditure, providing excellent leadership and line management to any line reports.
- **Strategy & Opportunity:** Work with the Director of Fundraising to develop and deliver a longer-term focus (growth strategy and priorities) to events and community fundraising, looking at product and activity development across all income areas in order to scale up income and impact.

Key areas of responsibility:

Growth & Delivery: Lead on the planning and delivery of OCA's community and challenge events portfolio and provide excellent stewardship to ensure retention and increased life-time value.

- Representing OCA at relevant events (some of which may occasionally be outside of normal working hours).
- Responsible for the delivery of and recruitment into OCA's annual challenge events programme, including mass virtual event stewardship, keeping abreast of changes and opportunities in this space, as well as maximising the participant experience and ROI of these.
- Work effectively with relevant colleagues in the Communications Team to develop strong and compelling community and challenge event campaigns, digital user experiences for fundraisers and engaging content to drive income.
- Deliver against the objectives and priorities of the Women V Cancer partnership, developing strong and effective relationships with the wider external working group (other charities and event management company) as well as supporting with stewardship of participants, delivering on assigned working group areas and attending events.

Supporter Engagement: Play a key role in the development and delivery of OCA's mass supporter journey and engagement plans, ensuring consistency, efficiency and personalisation for all 3rd party supporters and event participants.

- With the support of the Senior Community & Events Officer and Senior Supporter Care Officer, provide excellent supporter care to OCA's community, in memory and 3rd party fundraisers, maintaining strong relationships and optimizing opportunities to drive further fundraising and strengthen their supporter experience and journey.
- Work with the Senior Supporter Care Officer to ensure effective initial stewardship of third-party fundraisers, prompt coding of daily income, timely and accurate month end reconciliation and to deliver any other financial analysis reports required by the Director of Fundraising.
- Contribute to the development of automated and integrated supporter journey and engagement plans, working closely with the Individual Giving Manager and Director of Fundraising, to ensure consistency and efficiency in mass engagement experience.
- Working with the Fundraising Management Team to support the development of a cohesive and supportive in memory cross-fundraising experience for supporters – from data process to product development.
- Maintain accurate, up to date supporter records on the CRM system (Raiser's Edge) and look to ways of developing the system to improve event and supporter experience and ensure that data drives learning, future testing, and activity wherever possible.

Leadership: Contribute as part of the Fundraising Management Team to robust financial planning, management and reporting of income and expenditure, providing excellent leadership and line management to any line reports.

- Management of fundraising supplier relationships and keeping abreast of changes in contracts, updated requirements and any additional team needs.

- Develop excellent internal relationships with OCA colleagues, through appropriate communications, cross team working and networking, ensuring the work of the Community & Events Manager is understood and actively supported where appropriate by other teams.
- Working with Director of Fundraising and other function leads to contribute to wider team planning and priorities, as well as project management of any assigned cross team working projects.
- Ensure all activities are undertaken to agreed standards and protocols and comply with relevant legislation and best practice guidelines.
- Provide strong and supportive line management to the Senior Community & Events Officer, ensuring timely objectives, one to one's and feedback.

Strategy & Opportunity: Work with the Director of Fundraising to develop and deliver a longer-term focus (growth strategy and priorities) to events and community fundraising, looking at product and activity development across all income areas in order to scale up income and impact.

- With the support of the Director of Fundraising, develop ambitious and rigorous priorities and targets for community & events fundraising at OCA, identifying the steps, changes and testing that required to take us forward.
- With the support of the Director of Fundraising and using relevant research techniques, identify relevant product development opportunities and moments, particularly for community and 3rd party fundraising purposes, aligned to OCA priority audiences.

Any other duties that are within the scope and remit of the role and as agreed with your manager.

Person Specification

About our ideal person and their required experience and skills

At Ovarian Cancer Action, we all have different backgrounds, ways of working and areas of expertise. But what we share is passion, ambition, and commitment. This means that your attitude to your work and fellow team members is just as important as your skills and abilities.

What experience we're looking for:

Essential

- Substantial experience of growing and delivering 3rd party, community, or (ideally and) challenge event income within the not-for-profit sector.
- Strong project management of delivering in-house and 3rd party events and including dealing with suppliers or providers and the logistical delivery.
- Experience of developing and delivering national (at scale) campaigns / products to increase community / 3rd party engagement, driven by insight, data and learning.
- Solid experiencing of delivering virtual events and activities (digital channels) to support the overall events delivery strategy, as detailed in the points above.
- Experience of optimising channels and relationship-building to acquire new supporters, increase conversion and retention and improving supporter experience.
- Considerable planning skills, as well as experience of effective project management
- Solid experience of managing collaborative relationships at all levels across an organisation.
- Experience of leading and motivating others to support with community and event activities.

Desirable

- Data driven with good knowledge of Raiser's Edge or equivalent including how to approach analysis and extrapolation of data segments to optimise campaigns.
- Experience of using / strengthening engagement of supporters through digital channels / campaigns.

- Experience of feeding into and producing performance and financial reports, as well as budget setting, monitoring and forecasting.
- Line management experience

What skills and attributes we are looking for:

Essential

- Ability to focus on impact and deliver outstanding results.
- Excellent prioritisation and workload management.
- Ability to pro-actively spot opportunity and react under tight timeframes.
- Excellent networking and relationship building.
- Able to use initiative, taking full ownership of area of responsibility.
- Strong level of emotional intelligence when dealing with supporters.
- Ability to persevere and demonstrate resilience when working under pressure.

Desirable

- Excellent analytical skills to allow a test and learn approach to continually improve performance.
- Proactive in learning new skills and keeping up to date (both externally and internally).

What kind of person we're looking for:

- Enthusiastic and passionate about the aims of the charity.
- Self-motivated, relishes a challenge and can work independently.
- Optimistic outlook, focusing on solutions.
- Energized by working as part of a high-performance team.
- Brings a positive, friendly, calm, professional and helpful disposition to the team.
- Adaptable and flexible work approach, open to change.
- Flexible to the needs of the post e.g., may require working outside of normal working hours.
- You recognise that having a growth mindset is essential for personal and professional development and are committed to learning from both successes and failures to improve skills and contribute effectively.

Additional Details

Salary:	Circa £45k per annum (dependant on experience)
Contract type:	This is a permanent, full-time contract. However, we are open to a variety of working patterns and welcome the opportunity to discuss this with candidates. If flexibility is your preference, then a paragraph about how this could work well for you in your supporting statement would be helpful.
Place of work:	This role is hybrid with 40% office based in City Road near Old Street underground station. The nature of the role will require ad hoc work outside regular office hours at charity events (with time off in return).

Our Benefits and Flexible Working:

- Flexible working: At OCA we strive to be a place where the best people do their best work. To support you in doing just that we take a pro-active approach to the conversations we have with staff and candidates around working patterns. We are therefore open to considering a variety of flexible working options, welcoming these discussions right from the

application stage through to the different stages of life and career, supporting the changing needs of your work-life balance.

- Annual leave: We offer much more than the statutory amount of annual leave. In addition to 25 days annual leave and 8 days of public holidays per year, 3 days are also given to be taken between Christmas and New year, so that in total you can receive up to 36 days paid leave.
- Employer and employee contributory pension: OCA offers a generous pension scheme above the statutory minimum requirement.
- Healthcare plan: To support your health and wellbeing, we have partnered with Simplyhealth to offer cash back on a range of healthcare services, as well as access to a 24-hour free GP phone line and counselling service.
- Gym discounts: As part of the OCA healthcare plan you will be able to claim discount on gym membership at participating gyms.
- Eye test and financial support with glasses if needed when using a VDU at work.
- Maternity and paternity pay: The early days of raising a family are so important; you need time to adjust to the physical, emotional and practical changes. To support this, we offer additional enhanced maternity and paternity pay for eligible employees.
- Training and development opportunities: We want everyone at OCA to have a growth mindset, always striving to improve and not worried about failure. We are therefore always looking for ways to support and encourage you to grow alongside OCA as the charity grows and will work on an individualised learning and development plan for you each year.
- Employee Assistance programme: Your well-being is important to us and to help support this our employees and their direct family have access to a 24-hour confidential and free Employee Assistance Programme phone line to support personal and work-related issues.
- Social events for the team: We believe work should be fun and to have the opportunity to enjoy the great team we work with. To give you a flavour of this, please ask how our guided tour around the East End of London went, highlighting how women were involved in the area's vibrant history.

Our commitment to equality, diversity, and inclusion:

We are committed to actively promoting equality, diversity and inclusivity and welcome enquiries and applications from underrepresented groups, including minoritised communities and applicants with disabilities. At Ovarian Cancer Action, we firmly believe that embracing diversity, promoting equality, and fostering inclusivity are not just buzzwords but essential values that drive our success. We understand that a diverse workforce brings together unique perspectives, experiences, and talents, which ultimately fuels innovation and enhances our ability to better serve the communities we serve and work with.

How to Apply

If this sounds like the role for you, we'd love for you to apply with the following:

- Tell us why you think this role is for you and what makes you stand out. Naturally, we'd love to hear about your experience, your highlights, what you've learnt in your career, what you want and need to learn. (Ideally no more than a page).
- Your latest CV.

The deadline for the role is Sunday 28th April 2024. Please submit your applications to jobs@ovarian.org.uk

Interview dates: First virtual interviews will take place in the week commencing 7th May. For those progressing further, second in-person interviews will take place at the London office of OCA in the week commencing 13th May.

Please note we will be assessing applications as soon as they come in, so please apply early.