

## **Women v Cancer – Project Manager**

Women V Cancer is a unique partnership between three amazing women's cancer charities: Breast Cancer Now, Ovarian Cancer Action, Jo's Cervical Cancer Trust, and us Dream Challenges. Together we raise in excess of £1.5 Million fundraising a year across a portfolio of one day mass participation cycling events and overseas multi-day cycling events.

The partnership has big aspirations for growth and is looking for someone to join as a project manager with key responsibilities in Corporate Sponsorship, Relationship Management across the partners, Reporting and Analysis, and Participant Stewardship.

The right candidate will be a self-driven and experienced project manager, whose knowledge of devising and managing a marketing strategy alongside an impactful supporter journey, can enable the development and growth of this long-standing partnership. You will be a self-starter, with significant experience of the charity sector and of event delivery.

### **Description**

To project manage the Women V Cancer partnership on behalf of Dream Challenges, Breast Cancer now, Jo's Cervical Trust and Ovarian Cancer Action.

We are looking for a self-driven and experienced project manager, whose knowledge of devising and managing a marketing strategy alongside an impactful supporter journey, can enable the development and growth of this long-standing partnership. You will be a self-starter, with significant experience of the charity sector and of event delivery too.

### **Key Areas**

#### Corporate Sponsorship

- Identify corporate sponsorship avenues for key events within the portfolio
- Establish medium to longer term relationships with corporate partners, with a view to annual recruitment of employees to take part in events and establishing matched giving pathways.
- Work cohesively with representatives from each charity to successfully secure a range of Gifts in Kind for use during event delivery and recording appropriately.
- Scope broader partnership opportunities to help support financing and delivery of events and work with all partners to explore and pursue these avenues

#### Relationship management

- To build strong relationships with all four parties and represent key stakeholder interests both internally and externally.
- Understanding each individual partners ways of working, their individual tone of voice and organisation visions and to make sure these are implemented across the partnership
- Lead project groups communications and meetings, along with work with various teams within all parties to plan and schedule activities

#### Reporting and analysis

- Work with the Marketing team and representatives from each of the charity's to undertake in campaign reporting, as well as post event analysis after it has been delivered to completion including, but not limited to, audience insight and feedback, engagement and attendance rates, and fundraising per head
- Establishing a clear payment schedule for both sides for marketing contributions and donations.
- Track performance including registration numbers and income – reporting back to all 4 parties
- Undertake work to understand current audience demographic and their interest, making sure we are reviewing this regularly
- Undertake regular competitor analysis work to scope trends and gaps in the marketplace – looking at how we benchmark ourselves against our competitors
- Support on the strategic planning which will be devised by all four partners, providing insight learnt from the portfolio and audience analysis to help shape this

#### General

- Keep up to date with sector knowledge to ensure we are delivering at a level of best practice.
- Identify new trends and scope out new product development
- Support all elements of event delivery (including volunteer recruitment, training weekends), attending UK and overseas events when required
- To feed into social media planning for the Women V Cancer channels
- To recruit celebrities or influencers for Women V Cancer events
- Work alongside charity partners to develop supporter journeys for a series of UK and Overseas events increase conversion, average gift and retention
- Identifying High Value fundraisers and creating a specific supporter journey for these
- Generally engage with supporters to engage and enhance fundraisers

#### Personal Specification

##### Essential:

- Strong project management skills; a logical and thorough planner with the determination to see tasks through to completion
- Strong stakeholder management skills and ability to understand and marry up different priorities
- Experience with partnership working, ideally across organisations.
- Clear and confident communicator, able to communicate with MDs, charity representatives and individuals taking part in events.
- Third Sector experience in a fundraising or supporter facing role
- Confident in engaging with supporters who may be vulnerable
- Excellent time management skills; able to manage a wide and varied workload, prioritising key tasks and ensuring that deadlines are always met
- Mixture of working across operations and strategic planning
- Ambition and determination, both personally for your own professional development and for the organisation
- Proven experience of working with corporate sponsors

**Desirable**

- Experience of recruiting celebrities or influencers
- Knowledge of marketing avenues, including digital and out of home marketing and techniques to enhance and track performance
- Basic knowledge of the 3 charities involved and what they do
- Experience of working with various social media channels
- Past experience of delivering events, or supporting on delivery of events