

AT OXFAM WE **WON'T** LIVE WITH POVERTY.

Together we can end extreme poverty for good. Will you join us?

## **CHALLENGE EVENTS EXECUTIVE (2 ROLES)**

### **CHALLENGE EVENTS TEAM**

**Closing date** Monday 19 June 2017

**Interview date** Thursday 22 and Monday 26 June 2017

**Vacancy reference** MKT0301



## ABOUT OXFAM

Oxfam is a global movement of people who won't live with the injustice of poverty. Together we save and rebuild lives in disasters. We help people build better lives for themselves. We speak out on the big issues that keep people poor, like inequality, discrimination against women and climate change. And we won't stop until every person on the planet can live without poverty.

## OUR VALUES

All our work is led by three core values:

**Empowerment.** Everyone, from our staff and supporters to people living in poverty, should feel they can make change happen.

**Accountability.** We take responsibility for our actions and hold ourselves accountable. We believe that others should also be held accountable for their actions.

**Inclusiveness.** We are open to everyone and embrace diversity. We believe everyone has a contribution to make, regardless of visible and invisible differences.

## OUR TEAM

The Challenge Events team exists to engage and enable large volumes of people to take part in challenge events and raise funds for Oxfam GB. It is part of a larger Events & Regional Fundraising Team.

## WHAT WE ARE LOOKING FOR

The Oxfam Challenge Events team are looking for a motivated executive with marketing experience to join their team and promote Oxfam's third party challenges like the London Marathon and Great North Run. You'll deliver inspiring marketing plans to meet / exceed event participation targets. You'll inspire our runners and cyclists with a great experience from signing up, registering, training, motivating them to fundraise and informing them of how their money is helping Oxfam's projects worldwide. You'll be confident, enthusiastic, pro-active and have excellent communication skills as well as a desire to keep our systems and processes working effectively.

## JOB PURPOSE

To recruit and support event participants and deliver them an exceptional experience, resulting in raising more income for Oxfam and increasing their lifetime value.

## CORE DETAILS

Location	Oxfam House, Oxford
Our package	£20,583 (Inclusive of £1,650 Hot Spot Allowance) per annum
Grade:	D

Contract Type	2 posts: 1 x 6 month fixed term 1 x open ended
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Hours of work



This is a full time role, however Oxfam offers various flexible arrangements which candidates can discuss with the Recruiting Manager at interview stage

This role reports to:	Events Manager
Staff reporting to this post:	None, may manage volunteers

## KEY RESPONSIBILITIES

- To lead Oxfam's involvement in an agreed portfolio of challenge events, from assessing feasibility through to planning, implementation and evaluation.
- Manage the recruitment of participants to each of your events delivering against acquisition targets.
- Inspiring your event participants with unique content about our cause and the event to drive fundraising.
- Monitor and report on challenge events' income and expenditure budgets using various different reporting tools, measuring performance against specific KPIs, to ensure targets are met.
- To work with internal and external agencies to put together a creative marketing plan with an agreed budget for your event portfolio, to monitor the ongoing success of this and successfully deliver to target.
- To work closely with other colleagues in the development and maintenance of a supporter care plan, including first contact, fulfilment, correspondence and administrative systems, to ensure maximum supporter satisfaction, income and retention.
- To collaborate with the Oxfam Supporter Relations team for registering all event participants with race organisers, involving accurate data recording and maintaining good relationships with external suppliers.

- To maintain and update our challenge events web pages, including management of all online content - including web forms, and event material resources and downloads.
- To manage all aspects of event day delivery - this will include attending races at weekends for which time off in lieu will be given.
- To recruit event day volunteers (eg. cheerpoint support, post race volunteers etc) in order to create the best experience for Oxfam supporters.
- To undertake other appropriate projects in support of the team.
- To play an active role in the wider Challenge Events team, including providing cover when required.
- Work with the Challenge Events Manager to develop wider product strategy.

## SKILLS, EXPERIENCE AND KNOWLEDGE

### Essential

- Experience of managing multiple complex projects with tight deadlines and attention to detail, and a track record in delivering results.
- Experience of fundraising/ marketing.
- Experience of meeting acquisition / income targets, ideally in the world of events.
- Budgeting and financial management.
- Ability to analyse information and make decisions.
- Excellent communication (written and verbal) and interpersonal skills, with the ability to build and manage relationships and influence others where necessary.
- Highly numerate with good computer literacy and knowledge of Microsoft Office applications (including Word, Excel and PowerPoint) and the ability to learn new applications and support others' IT needs.
- Excellent written and spoken English.
- Ability to work and attend events (including some weekend work).
- Self motivated and proactive.
- Commitment to Oxfam's values.

### Desirable

- An interest in challenge events.
- Experience of managing volunteers.
- Clean and valid UK driving license.
- Passion for Oxfam's cause.

*At Oxfam our job descriptions provide a guide to what might be expected in the role. Along with our strategy the job description is used to help to shape specific objectives for employees. Employees are supported to deliver these objectives and they are annually assessed against them as part of the Oxfam performance review process. This job description is not incorporated into the employment contract.*

## **Additional Information**

**GRADE: D**

**JOB FAMILY: Fundraising**

### **DIMENSIONS:**

- Create, implement and monitor effective marketing campaigns to fill all charity places and increase number of own place participants
- Responsible for the creation and delivery of key supporter communications(email, postal, SMS, social media etc), to reduce drop out rates and maximise overall fundraising value
- Contribute to the development of improvements to the team's services, procedures and systems
- Product management and ownership of part of Oxfam's portfolio of running and cycling events
- Communicate within the wider team, and collaborates with other Oxfam contacts and wider external networks (including suppliers and race organisers).
- Provide creative solutions to a wide range of problems and tasks - some new and some routine.

## HOW TO APPLY

### Apply online

- Go to: for external applicants: <https://jobs.oxfam.org.uk>
- For internal applicants: <https://jobs.oxfam.org.uk/internal>
- Search for the vacancy using the reference number
- Complete the online application process
- Ensure you submit your application before midnight (GMT) on the closing date. Unless a different time is specified in the advert.

### What will I need

- Each recruitment is unique and you will need to follow the instructions part of the online application process. You will usually be asked to provide:
- Your personal contact details
- The details of your referee(s)
- Details on how you meet the skills, experience and knowledge that are required for this role

### Support and help

- Look at our how to apply section for helpful tips <http://www.oxfam.org.uk/what-we-do/about-us/working-at-oxfam/how-to-apply-for-a-job>
- Technical glitch? If you have any issues when submitting your application please contact [recruitmentteam@oxfam.org.uk](mailto:recruitmentteam@oxfam.org.uk)
- We are unable to accept prospective application but you can sign up for our job alerts here <https://jobs.oxfam.org.uk/alertregister/>



Oxfam is a Disability Confident Employer. Should you be unable to submit your application online and would prefer an alternative method please contact our recruitment team.

## HOW TO FIND OUT MORE ABOUT US

Find out about everything we do - <http://www.oxfam.org.uk/what-we-do>

Get a feel of what it is like to work at Oxfam - <http://www.oxfam.org.uk/what-we-do/about-us/working-at-oxfam/life-at-oxfam>

Find out more about our pay & benefits - <http://www.oxfam.org.uk/what-we-do/about-us/working-at-oxfam/what-oxfam-offers>

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## OXFAM LEADERSHIP COMPETENCY FRAMEWORK

Competencies	Description
<b>Decisiveness</b>	We are comfortable to make transparent decisions and to adapt decision making modes to the context and needs.
<b>Influencing</b>	We have the ability to engage with diverse stakeholders in a way that leads to increased impact for the organisation We spot opportunities to influence effectively and where there are no opportunities we have the ability to create them in a respectful and impactful manner.
<b>Humility</b>	We put 'we' before 'me' and place an emphasis on the power of the collective, nurture the team and play to the strengths of each individual. We are not concerned with hierarchical power, and we engage with, trust and value the knowledge and expertise of others across all levels of the organization.
<b>Relationship Building</b>	We understand the importance of building relationship, within and outside the organization. We have the ability to engage with traditional and non-traditional stakeholders in ways that lead to increased impact for the organisation.
<b>Listening</b>	We are good listeners who can see where deeper levels of thoughts and tacit assumptions differ. Our messages to others are clear, and consider different preferences.
<b>Mutual Accountability</b>	We can explain our decisions and how we have taken them based on our organizational values. We are ready to be held to account for what we do and how we behave, as we are also holding others to account in a consistent manner.
<b>Agility, Complexity, and Ambiguity</b>	We scan the environment, anticipate changes, are comfortable with lack of clarity and deal with a large number of elements interacting in diverse and unpredictable ways.
<b>Systems Thinking</b>	We view problems as parts of an overall system and in their relation to the whole system, rather than reacting to a specific part, outcome or event in isolation. We focus on cyclical rather than linear cause and effect. By consistently practicing systems thinking we are aware of and manage well unintended consequences of organisational decisions and actions.
<b>Strategic Thinking and Judgment</b>	We use judgment, weighing risk against the imperative to act. We make decisions consistent with organizational strategies and values.
<b>Vision Setting</b>	We have the ability to identify and lead visionary initiatives that are beneficial for our organization and we set high-level direction through a visioning process that engages the organization and diverse external stakeholders.
<b>Self-Awareness</b>	We are able to develop a high degree of self-awareness around our own strengths and weaknesses and our impact on others. Our self-awareness enables us to moderate and self-regulate our behaviors to control and channel our impulses for good purposes.
<b>Enabling</b>	We all work to effectively empower and enable others to deliver the organizations goals through creating conditions of success. We passionately invest in others by developing their careers, not only their skills for the job. We provide freedom; demonstrate belief and trust provide appropriate support. We give more freedom and demonstrate belief and trust, underpinned with appropriate support.