

Sports Events Manager

Permanent

We have been the title sponsor and official charity of the Blenheim Palace Triathlon for the past 4 years, official charity of the Prudential Ride London 100, Birmingham Marathon and Velothon Wales. We also run several of our own bespoke events; London and Birmingham Bikeathons and London to Paris - cycling alone accounts for over £1million in income and over 1500 participants.

Whilst our events are one of Bloodwise's main assets, there is huge potential for growth and expansion. An exciting opportunity now exists for an individual to join our management team to help deliver on a dynamic portfolio of sporting events that will ensure that Bloodwise continues to excel in the sector.

So if you have experience in organising Mass participation event please carry on reading. This could be the job for you!

Bloodwise

Beating blood cancer since 1960

About us

We're the UK's specialist blood cancer charity and our vision is clear: we're here to beat blood cancer and we've been working to do this since 1960.

We fund world-class research; provide information and support to patients and their loved ones; and raise awareness of blood cancer. Since 1960 we have invested more than £500 million in blood cancer research in the UK. Where we've invested, survival rates and quality of life have improved.

We're proud to say that UK blood cancer research leads the world, thanks to the money we've been able to invest because of our supporters and fundraising. But we still have so much more to do: blood cancer is the 5th most common cancer and sadly it is the 3rd biggest cancer killer in the UK claiming more lives than either breast or prostate cancer.

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title	Sports Events Manager	Location	London
Contract Type	Permanent	Contract Length	N/A

CONTEXT

Sports Events have long played a pivotal role in Bloodwise's success with income peaking at over £4million in 2014. Our portfolio of events covers a wide range of sports from triathlons to marathons and skydives to mountain climbing.

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MAIN PURPOSE

This role will require you to work with your team of direct reports to work across an exciting and diverse sports events portfolio; to develop new business, create partnerships with event organisers and explore other opportunities to grow our income and profile.

You will take a lead on our blue chip events including London/Birmingham Bikeathon, Blenheim Palace Triathlon, Great North, Ride London and the London Marathon. You will ensure that all events are optimised to achieve the best results for Bloodwise, exercising excellent organisation, leadership and innovation.

You will be able to develop and implement an annual budget for our sports events portfolio with support from the Head of Sports. Finally you'll work collaboratively with the Head of Sports and other members of the leadership team to create a challenging but achievable strategy for the team.

The Sports Events Manager position is a crucial role in ensuring the continued success of a comprehensive program of events. You will be working on an existing range of events and be encouraged to develop both these and also new events. The sports events sector is extremely competitive and it's proving more difficult to stand out in the market. The role will

require you to continually challenge what we do, our processes, how we manage the events and crucially how we steward our supporters.

KEY RELATIONSHIPS

Reports to	Head of Sports Events
Line management responsibilities	One Assistant, One Coordinator
Key relationships	With management peers, HOS, event organisers

MAIN RESPONSIBILITIES

- Build and enhance key 3rd party relationships with our colleagues at the London Marathon, Ride London 100, Great North Run and the Blenheim Triathlon. These relationships are crucial in ensuring that Bloodwise retains and is presented with more high profile partnerships in years to come.
- A focus on improving stewardship of the participants and ensuring that high standards of supporter care are maintained at every interaction with the supporters.
- Cross-working across Bloodwise with particular emphasis on relationships with the Corporate Partnerships and Individual Giving; these being 2 key areas where there is overlap in terms of our supporter journey.
- Work closely with internal departments to deliver all elements of our key events including marketing, digital exposure and PR involvement.
- Apply an 'expert' understanding of the marketplace, especially product life cycle through to the development and growth of our sports activity
- Actively network with appropriate businesses and build relationships with the leaders in sports events, ideally through memberships and participation of charity groups such as the EMF and IoF.
- Ensure that the team successfully deliver on existing events and activity, maximising ROI at every given opportunity, but the courage to make difficult decisions about less successful events.
- Help to build our culture of learning & development within your team by holding regular reviews with you direct reports. You will also be required to ensure that regular performance reviews are adhered to so that each of your direct reports has a clear understanding of their development needs and a plan for the future.
- You will contribute to the development of strategic objectives, the identification and monitoring of key performance indicators and prepare and manage the budget for your area of responsibility. These will contribute to the evaluation of your performance.

PERSON SPECIFICATION

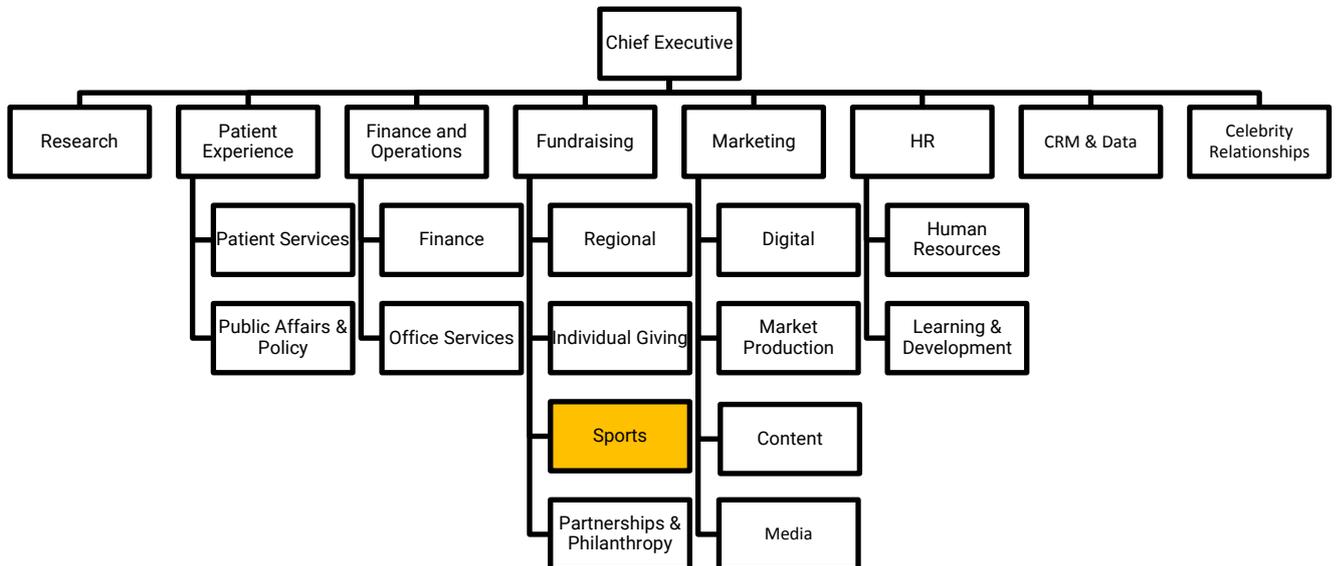
Skills knowledge and experience	
Essential	
1	Mass participation event experience (e.g. in excess of 1000 participants), preferably including Great North, Ride London and London Marathon.
2	Previous management of direct reports
3	Experience of compiling risk assessments and associated documentation for event organising
4	Fully competent in MS Office, particularly in Excel. Experience of using fundraising databases
5	Experience of using JustGiving and it's back-end functions
6	Full, clean driving licence
Desirable	
1	Excellent copy-writing skills
2	Route planning skills using software such as Strava or Google maps
3	French language skills
4	Project management experience
5	Experience of using web editing software such as Drupal
6	Knowledge of email programs such as dot mailer/mail chimp

Things we all do

- Attend and assist at Bloodwise events and activities as required (NB this involves evening and weekend work)
- Be an effective ambassador for Bloodwise at any activity you attend
- Develop an in-depth understanding of our work
- Do any other reasonable things your manager needs you to do

The team organogram

Now you have read about the role, to help you get a better feel of where it sits in Bloodwise here is a simplified organogram.



Shortlisting and interviews

Bloodwise is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; so if you're shortlisted we will contact you and invite you to attend an interview. We'll also tell you if there will be any skills tasks to complete as part of the recruitment process.

If you don't hear from us 2 weeks after the closing date, your application has not been successful.

For further information about us

See our website <https://bloodwise.org.uk/>

The good stuff working at Bloodwise

Apart from all the hard work we do, there are some really good benefits to working at Bloodwise:

<p>Annual Leave</p> <p>Entitlement is 25 days per year rising to 26 days after 2 years' service then 27 after 4 years service; we will usually close the office between Christmas and New Year which our trustees gift as an additional holiday.</p>	<p>Personal Development</p> <p>Development is really important to us and there are a variety of options available to staff at Bloodwise.</p>
<p>Time Off In Lieu</p> <p>We strongly encourage everyone to help with some activities outside of normal working hours. For this you can earn and claim TOIL.</p>	<p>Interest free season ticket loan</p> <p>We pay for the ticket and you repay the money out of your monthly salary.</p>
<p>Pension</p> <p>When you join us we'll automatically enrol you onto our pension scheme, which is run by Aegon. This can be increased through length of service.</p>	<p>Childcare vouchers</p> <p>You can exchange money per month from your gross salary for childcare vouchers.</p>
<p>Employee Assistance Programme</p> <p>Offers support information, expert advice and specialist counselling to help you prepare for life's predictable milestones.</p>	<p>Ride2work scheme</p> <p>This allows you to obtain a new bike to use to ride to work. You can then repay it through your salary.</p>
<p>Life Assurance</p> <p>Although we don't like to think about it, should something happen to you while working for Bloodwise we have life assurance for staff.</p>	<p>Refreshments</p> <p>On each floor in head office there's a kitchenette with tea, coffee, sugar, milk and plates, bowls and cutlery.</p>

Our location

Our Head offices are located at [39-40 Eagle Street in Holborn, London WC1R 4TH](#); Holborn tube is the closest station, approximately 5 minutes from our offices.

