



WheelPower

British Wheelchair Sport

Events and Community Fundraiser

Candidate Information Pack

Polly Symondson Recruitment



Contents

- 🔗 Introduction
- 🔗 Job purpose
- 🔗 Role responsibilities
- 🔗 Person specification
- 🔗 Terms of employment
- 🔗 How to apply

| Movement | Activity | Sport |



Dear Applicant,

Thank you for your interest in joining WheelPower.

This is a fantastic opportunity to play a key role in helping more disabled people enjoy the life-changing benefits of movement, activity and sport.

We're looking for someone who is passionate about building relationships, inspiring supporters and making a real difference. If that sounds like you, we'd love to hear from you.

About us

We're WheelPower, the national charity for wheelchair sport and we are passionate about helping disabled people lead active lives. We do this by organising sports sessions and providing advice to recently paralysed hospital patients, organising a variety of events and programmes at Stoke Mandeville Stadium and throughout the country, organising online fitness classes and producing resources which enable disabled people to stay active in their homes and working with partners to improve their delivery models.



About the role

This is an exciting opportunity to join the Fundraising team at WheelPower, a friendly, close knit supportive team.

This is a varied role and the successful applicant will organise a range of events, source runners and participants for a range of third-party events including the Great North Run and help them reach their fundraising targets, identify and develop opportunities for community groups and local companies to support the charity and lead and manage our schools fundraising programme.

Reporting to the Head of Fundraising, Data & Communications, you'll be an integral member of our fundraising team who are committed to providing an excellent supporter and donor experience.

You will be part of the wider WheelPower staff team aiming to provide disabled people with the opportunity to transform their lives through movement, activity and sport.

About you

We are looking for a friendly and organised individual with a proven track record of meeting or exceeding targets from sponsorship-based events or community fundraising along with experience of preparing activities to recruit, engage, inspire and retain supporters.

You'll be confident at building relationships with volunteers and supporters with a keen interest in supporter care. You'll be an engaging communicator, have excellent multi-tasking skills and attention to detail, be happy working within a team as well as on your own and have a flexible and collaborative approach to your work.

WheelPower is seeking a proven successful events and community fundraiser so that we can get more disabled people active. This is a fantastic time to join us in pursuit of our vision to transform lives through sport.

Job purpose

To lead and grow WheelPower's events and community fundraising programme, generating sustainable income and inspiring supporters to help transform the lives of disabled people.



Main responsibilities

- Develop, deliver and grow WheelPower's portfolio of flagship fundraising events, creating engaging experiences that maximise income, supporter engagement and awareness of the charity.
- Maximise income and awareness from events and community fundraising through communities and local businesses in accordance with agreed targets.
- Manage a diverse programme of fundraising activities, including WheelPower-owned events, third-party challenge events and community fundraising initiatives, ensuring excellent participant experiences and strong financial returns.
- Provide appropriate support to event participants and supporters by building strong relationships with an exceptional level of customer care so they feel valued and continue to support the charity for many years.
- Develop a sustainable mix of community fundraising activities involving schools, community groups, clubs and local businesses.
- Work with colleagues to develop digital fundraising opportunities alongside traditional community fundraising.
- Maximise income from corporate, school and community group 'Charity of the year' partnerships.
- Explore opportunities for new fundraising events and initiatives ensuring a good return on investment.
- Promote fundraising activities to new and existing supporters.
- Recruit and manage volunteers to support event and community fundraising activities.
- Manage public collections and collection tins.
- Represent the charity at a range of formal and informal meetings and events including presentations about WheelPower's work
- Promote WheelPower's Gifts in Will campaign.
- Report regularly on fundraising progress and contribute to the preparation of annual budgets and plans.
- Work with the Marketing team to promote events and community fundraising.
- Act as an ambassador for WheelPower and to promote fundraising for the charity. This may include delivering presentations, arranging displays and organising information stands.
- Work collaboratively with the other staff to ensure that fundraising opportunities are maximised.

General

- Champion WheelPower with potential supporters and partners.
- Ensure that all gifts, grants and sponsorships are recorded accurately, thanked in a prompt and appropriate manner and publicly acknowledged as appropriate
- Use the Donorfy CRM system to manage donor relationships as well as keeping all supporter details up to date.
- Develop good working relationships with all stakeholders connected to the charity including staff, volunteers, supporters, suppliers and the general public.
- Work within WheelPower's Privacy Policy and comply with GDPR
- Adhere to the quality standards of the Fundraising Regulator and Charity Commission.
- Embrace our values, mission and vision in everything we do.
- Be willing to travel during the course of your duties with possible overnight stays away from home.



Person Specification

Experience

- Proven track record of meeting or exceeding targets from sponsorship-based events or community fundraising
- Proven track record of planning and delivering in house events
- Experience of marketing and promotion of events
- Experience of preparing activities to recruit, engage, inspire and retain supporters or customers
- Confident at making presentations and/or public speaking to a variety of audiences
- Experience of networking and liaising and maintaining effective working relationships with supporters or customers

Abilities & Competencies

- Effective communicator - able to stimulate and motivate others alongside excellent writing skills including strong copy writing skills
- Ability to work under pressure, plan and prioritise work effectively with a high level of accuracy and attention to detail whilst meeting deadlines
- Excellent organisational and interpersonal skills
- A good team player whilst also being self motivated with the initiative to work unsupervised
- Ability to analyse fundraising performance and use insight to improve future campaigns.
- Experience and regular user of CRM databases
- Strong knowledge of MS Office
- Knowledge and understanding of the charity sector and relevant fundraising codes of practice an advantage

Other Requirements

- Willing to work flexible hours, to accommodate evening and weekend events
- Full driver’s licence and access to a car (mileage paid)
- Commitment to own continuing professional development
- To have an understanding of the positive role sport can play in the life of a disabled person



Terms of Employment

- Position:** Events and Community Fundraiser
- Reporting to:** Head of Fundraising, Data and Communications
- Salary:** £32,000 to £35,000 depending on experience
- Location:** Hybrid/ 2 days a week from Stoke Mandeville Stadium
- Hours:** 37.5 hours a week
- Contract:** Permanent
- Annual leave:** 25 days + bank holidays
- Maternity allowance:** Statutory
- Pension:** 3% employer contribution
- Any other benefits:** Free access to Stoke Mandeville Stadium’s gym, swimming pool and fitness classes, plus free parking.



How to Apply

Please provide a CV detailing your skills and experience and a supporting statement outlining how your experience matches the person specification and why you are the right person for the job. We recognise that some of your experience may be from unpaid roles as well as paid employment – please include any voluntary work if it helps to show why you are the right candidate for the job.

At PSR we do understand that Artificial Intelligence platforms can be a useful tool in assisting with research for an application, however we request that your supporting statement is not written using AI to ensure that your authentic voice and communication style is present. Any personal statements found to be AI generated will be discounted and a new version requested in order to progress an application. Please email your supporting statement and CV to info@pollsymondsonrecruitment.co.uk quoting **ref: 2672**

Application deadline: 9th September

Initial interviews with PSR will take place online on 10/11th Sept.

Shortlisted candidates will be invited to an interview w/c 21st Sept.

We actively encourage applicants from diverse backgrounds especially from ethnically diverse, LGBTQ+ and disabled communities as well as those with lived experiences of tackling inequalities, as we believe diverse voices are instrumental in creating transformational change.

WheelPower, in compliance with the Equality Act 2010, will seek to make reasonable adjustments to overcome barriers to employment caused by disability and/or neurodiversity, and encourages applications from these candidates. If you need any reasonable adjustments please contact PSR on 01242 691683. We guarantee to offer an interview to those with a disability who meet the minimum criteria.

Recruiting Applicants with Criminal Records: Applicants with criminal records are welcome to apply for roles at WheelPower. Advice and guidance on disclosing a criminal record can be obtained from Unlock. Successful appointment is subject to DBS checks appropriate to the post and references.