

Role Profile



Role	Mass Participation Lead	Location	Home-based, UK Nationwide
Accountable for	Mass Participation Manager x 2 Mass Participation Officer x 6	Accountable to	Head of Regional Fundraising
Core Anchor Level	Ensure	Travel	UK wide as required
DBS check	No	Salary Grade	Salary Circa £ 49,000 per annum (inner London weighting £3,950 per annum or outer London weighting £2,457 per annum may be applied in accordance with where you live) Grade E2
Contract type	Permanent	Hours	35 per week

Overall purpose and impact	
<p>The purpose of this role is to lead the development and implementation of the events and mass participation fundraising strategy. The post holder will provide strategic leadership to the Mass Participation team as well as playing an active leadership role across Mass Engagement, contributing to the wider directorate goals and objectives. You will be an innovative thinker with the ability to review our existing programme, the wider market environment and identify opportunities for supporter acquisition, engagement, and retention. You will oversee a customer-centric approach where supporters receive an outstanding experience and feel proud of their continued contribution.</p>	
Responsibilities	Measured through delivery of
<p>Strategy and development</p> <ul style="list-style-type: none"> Responsible for planning, implementing, and managing the overarching strategy for rapid growth in fundraising events and mass participation. Collaborate with internal and external stakeholders and agencies to test new channels, deliver, and optimise the performance of our fundraising activity. 	<p>Annual objectives 360 feedback and anecdotal feedback KPIs 121 meetings / commentary Budget delivery Annual Plan</p>

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<ul style="list-style-type: none"> Responsible for driving the 'Pipeline' methodology. Develop and deliver a successful portfolio of products which build brand awareness and inspire our supporters to increase their engagement and contribution with us. 	<p>Training and Development Plan</p>
<p>Leadership and management of the team</p> <ul style="list-style-type: none"> Provide strategic leadership and support to Mass Participation team. Create a culture of high performance, transparency, positivity and ambition where everyone is trusted and empowered to perform at their best and where equality, diversity and inclusion are championed in all that we do. Responsible for overseeing all HR processes, including performance management, onboarding and induction, setting goals and objectives and ensuring the team operate safely and compliantly. Ensure all other internal SLAs and all Stroke Association processes and procedures are met to the expected standard. To work with the team to identify development needs ensuring these are aligned with the needs of the organisation. To work with the teams to encourage participation and learnings from all experiences. 	<p>Annual objectives 360 feedback and anecdotal feedback KPIs 121 meetings / commentary Budget delivery Annual Plan Training and Development Plan</p>
<p>Planning and Budgeting</p> <ul style="list-style-type: none"> Accountable for setting, developing and delivering against KPIs and budgets, effectively managing income, expenditure, ROI, recruitment & monitoring performance. Develops and supports investment cases when required. Responsible for utilising knowledge and insight to be evidence led in all plans 	<p>Annual objectives KPIs 121 meetings / commentary Budget delivery Annual Plan</p>
<p>Compliance and ways of working</p> <ul style="list-style-type: none"> Responsible for ensuring effective and efficient processes and ways of working are in place across the team. 	<p>KPIs 121 meetings / commentary</p>

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<ul style="list-style-type: none"> Ensure the team adhere to best practice, FR Regulator guidance, GDPR and all other relevant legislation. 	
Organisational Responsibilities	
<p>To ensure the efficient and effective implementation of Information Governance</p>	<p>Annual objectives 360 feedback and anecdotal feedback KPIs 121 meetings / commentary Budget delivery Annual Plan Training and Development Plan</p>
<p>Have a working knowledge of adult and child safeguarding. Have a willingness to learn and refresh knowledge regularly and apply it.</p>	<p>Annual objectives 360 feedback and anecdotal feedback KPIs 121 meetings / commentary Budget delivery Annual Plan Training and Development Plan</p>
<p>Relevant and up to date working knowledge of Health and Safety and how to apply it to ensure a safe environment is maintained.</p>	<p>Annual objectives 360 feedback and anecdotal feedback KPIs 121 meetings / commentary Budget delivery Annual Plan Training and Development Plan</p>
<p>As a member of the Mass Engagement leadership team, take due responsibility for:</p> <ul style="list-style-type: none"> Collaboratively work with peers, as subject experts, to achieve cross team goals and objectives. 	<p>Annual objectives 360 feedback and anecdotal feedback KPIs 121 meetings / commentary</p>

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- Lead cross team initiatives as required.
- Ensure processes, ways of working and structure enable the team to deliver their individual and team goals.
- Deputise for Head of Regional Fundraising as required

Budget delivery
Annual Plan
Training and Development Plan

Person Specification
Willingness to undertake training and continuing professional development
A relevant fundraising qualification e.g. Institute of Fundraising.
Experience of delivering targets with successful outcomes.
Experience of project planning and problem solving.
Experience of delivering formal presentations and public speaking.
Experience of budget development, planning and forecasting and an understanding of risk, mitigation and contingency planning.
Experience of achieving annual income and expenditure targets.
Experience of recruiting, managing, motivating, developing and training staff and/or volunteers.
Experience of analysing and interpreting data.
Ability to communicate effectively to a wide audience via a wide range of mediums including but not limited to face to face, in writing, by email, on the telephone, via social media and public speaking.
Ability to use industry standard IT systems (e.g. Microsoft Office, Email, Internet, etc.) and fundraising relationship database proficiently.
Ability to represent the Stroke Association professionally at all times.
Ability to work with attention to detail, to understand and interpret relevant legislation and apply to working practice.
Ability to work unsupervised and use initiative.
Ability to influence and persuade others.
Ability to work under pressure and have developed techniques to meet deadlines.
Ability to forge and maintain professional relationships and to work as part of a wider team.
Ability to demonstrate an understanding and commitment to our corporate values.
To be committed to the principles of equal opportunities and diversity.

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To have an understanding of Stroke.
Full driving licence and own vehicle (or can demonstrate that can meet the travel requirements of the role which include travelling extensively across the region/country).
Organisational skills for events involving the general public and sponsors in business and the community.
Good knowledge of the demographics of the region/country.
Have a working knowledge of adult and child safeguarding. Have a willingness to learn and refresh knowledge regularly and apply it.
Relevant and up to date working knowledge of Health and Safety and how to apply it to ensure a safe environment is maintained.
To ensure the efficient and effective implementation of Information Governance.
Willingness to work flexibly with regards to working patterns, locations and duties, and work irregular hours, evenings, overnights and weekends, as required.