

Job Description for the role of Engagement & Events Officer (Challenge events - fundraising)

**GRASSROOTS
SUICIDE PREVENTION**

Location: Brighton/Sussex/ Remote (This is a hybrid role – you must be in commutable distance of Brighton and Sussex when required)
Salary: £27,129 pro rata
Hours: Part time (4 days)
Contract: Start ASAP – Permanent
Reports to: Senior Fundraising & Partnerships Manager

Who we are:

Grassroots Suicide Prevention (GSP) is a national charity committed to the timely intervention and prevention of suicide. We work to empower people to help save lives through connecting, educating, and campaigning nationally. Our vision is a future where more lives are saved from suicide.

About the role:

We are looking for a very confident, outgoing go-getter who loves using their gregarious personality to influence and enthuse people to get results but also enjoys being organised with strong admin processes. This is a fantastic opportunity for someone who has been involved in influencing organisations, businesses and groups or individuals to sign up to our range of challenge events, such as marathons etc. You will be a part of a small but dynamic marketing and fundraising team and working with another Events and Engagement Officer colleague (who works 2 days a week), you both will be focusing mainly on filling and retaining places for our challenge events.

This is a critical role for generating essential funds for the charity. You will love a challenge and be goal orientated. It is a varied role, and you will be someone who loves to multitask; you may be emailing supporters or potential fundraisers, making action plans, promoting, contacting organisations, or attending and speaking at events. You will thrive in this role if you love being organised and doing admin, but love being 'out and about' interacting, influencing and motivating people to sign up to participate in challenge events and fundraise for us. We are a very small team, so you will need to have the confidence and willingness to meet with organisations and attend events on your own.

Please note that you will need to carry, load up and set-up event materials from our office to events, often on your own. It is essential you have access to transport and must have a full, clean driving licence.

Please reflect that grit and resilience are required for this role given the remote/hybrid working, subject matter, fast-paced and flexible multi-tasking, and the need to be highly goal-oriented and results focused. If you have recently been affected by suicide, please consider carefully if this role would be right for you, as your welfare is the utmost priority, and our work may be triggering.

Main Duties and Responsibilities:

- Recruit, retain and support participants for a wide range of fundraising challenge events, including marathons, cycling and overseas events
- Support and steward existing fundraisers and supporters, helping them maximise their impact by generating income/ donations through our challenge events and events they organise to raise money
- Create inspiring digital content and resources to empower and guide fundraisers and donors throughout their journey
- Develop our fundraising hub to provide resources and information and encouragement to help participants
- Represent Grassroots Suicide Prevention at events, delivering talks and building awareness to attract new donors, supporters and sign-ups to our challenge events

- With support of our marketing team, create compelling content for multiple channels, including our website, blog, case studies, social media, and press releases - tailored to diverse audiences
- Assist with multiple administrative tasks, such as inputting data into our CRM, check fundraising activities by participants on Just Giving and other activities ensure fundraising targets are being met and the smooth running and of our fundraising team and events
- Be in commutable distance of Brighton, so you can come into the head office when required to send out merchandise, collect marketing collateral (including banners, posters, leaflets) to take to events.

To be successful in this role, you must be a 'people person', responsive, extremely organised, have attention to detail, be able to meet deadlines, and passionate about seeing growth and progress in your work. You will be determined to exceed your KPIs such as recruitment of fundraisers who will need to reach their fundraising targets. You will be a dynamic, socially confident person, who excels at winning hearts and minds and thrives on tangible results.

Essential criteria:

- A full clean driving licence and access to suitable transport
- Adept at all aspects of Microsoft Office
- Experience of influencing people and organisations to come on board and fundraise
- Experience of recruiting, motivating and managing volunteers
- To have initiative and creative ideas that you can put into effective action
- To be socially adept and enjoy persuading and influencing
- To be an excellent verbal and written communicator
- To be a confident negotiator and presenter
- Evidence of being resilient
- A genuine passion for the Grassroots Suicide Prevention's mission and values
- To have a positive "can-do" attitude and a thirst to adapt to different tasks and challenges

- Examples of working effectively from home *and* being out and about

Bonus points for

- Proven track record of running challenge events and recruiting participants
- Basic skills of creating impactful and on-brand designs using Canva
- Experience of PR and digital marketing
- Understanding of how small but busy charities, on low budgets work and the challenges they face
- Understanding of aligning all your work to a brand
- Evidence of successful presenting and networking

Why Grassroots Suicide Prevention

GSP is committed to promoting a diverse and inclusive community and workplace - a place where we can all be ourselves, and each have the equal opportunity to succeed and be recognised for our unique contribution. We value the experiences, skills and perspectives of all individuals and actively encourage applications from people with diverse backgrounds. We make recruitment decisions based on applicants' skills, experience, and knowledge, ensuring all applicants are treated fairly.

Our employee benefits include:

- Hybrid/Flexible working – we offer home working and need to travel to the office and attends events/ meetings in the region
- Health Cash Plan and employee assistant programme offering – a contribution to the costs of everyday healthcare needs (dental, optical, wellbeing) and counselling support, plus legal and financial support
- Learning and development opportunities
- A creative, caring and collaborative culture that makes a difference in improving mental health and preventing suicide in the communities we serve

Applications only: Please send your CV and a cover letter giving examples of how your skills and experience fit the role, with examples of impact and success. Send to ben@prevent-suicide.org.uk. We will not consider applications sent in any other way. Please note that we are looking for a start ASAP, so the selection process begins immediately and will close when we fill the post.

Grassroots Suicide Prevention is in a period of transition and development, and the post holder should be aware that their Job Description may evolve to meet the future needs of the Charity.