

DEPLOYMENT & CHALLENGE EVENTS MANAGER

SALARY

£33,412 – £38,754

DIRECTORATE

Growth

HOURS

37.5 hours per week

CONTRACT TYPE

Permanent

DEADLINE

We reserve right to close
recruitment asap

LOCATION

Wakefield, West Yorkshire

ABOUT US

Penny Appeal was set up in 2009 to provide poverty relief across Asia, the Middle East and Africa by offering water solutions, organising mass feedings, supporting orphan care, and providing emergency aid. We've come a long way since then and have grown tremendously in the past 12 years!

We've transformed lives and empowered communities, helping to break the poverty cycle and build brighter futures. Over the past few years, our work has expanded, and our teams have grown considerably, allowing us to launch new campaigns and work in even more crisis-hit countries. As well as strengthening communities in over 30 countries around the world, we also make it a priority to support vulnerable people here in the UK, too.

Each of our projects are carefully designed to be accessible and effective. They are a wonderful blend of emergency support, short-term relief, and longer-term sustainable solutions. Our way of approaching relief means that we can save lives immediately, improve situations in the coming days and transform communities for years to come.

At Penny Appeal, people are at the heart of everything we do. Every one of our projects are tailor-made to meet the needs of those we support and benefit as many people in need as possible, in ways that cost our generous donors just a little bit of loose change each day.

Vision

Transform small change into big difference for those who need us most.

Mission

Inspired by the universal values of the Islamic faith, Penny Appeal's mission is to serve all those in need at home and abroad.

Strategic Aims *Within 5 years*

1. Best in class Muslim Charity
2. Sunday Times top 100 businesses to work for
3. Most recognisable Muslim charity in the world
4. Raise over £100 million per annum for good

Key Facts

We are a British Muslim led charity.

Our HQ is in Wakefield, West Yorkshire. We have approximately 100 staff based in the UK, with many more across the world.

Please read our latest Annual Report [here](#).

ABOUT YOU

For us, it's not just what we do, it's how we do it. Our values are important to us and we're looking for people who will live and breathe them.

THE ROLE

We have big ambitions and are looking for an experienced Deployments and Challenges Manager to help us achieve them. As the Deployment and Challenges Manager you will encourage fundraisers to take on life changing experiences, by recruiting new and current supporters to take part in sporting events, UK and overseas challenges, as well as sponsored deployments to the ground.

The role will involve building, leading and managing the delivery of a Deployments strategy overseas as well as a calendar of exciting and innovative challenges events. This will involve working across the UK to maintain existing relationships, alongside identifying and establishing new, long-lasting partnerships with major donors, businesses, social influencers and community groups to take advantage of long-term income generation opportunities. It will also include direct engagement with our Programmes Teams, partners, fundraisers, on a national and international level such as to support the recruitment, project management, retention, and development of all supporters.

You will support participants to take part in challenges and deployments to generate income for the charity and be responsible for building and developing a growing base of sporting and challenge activities to offer supporters and members of the general public. We also need someone who will work as part of a team to the next level, ensuring we all pull together in the same direction and offer one another support and comradery, ultimately allowing the charity to have an even greater impact on the world.

Key areas:

- To be responsible for supporting the organisation in delivering the overall workplan for Challenge Events and Deployments to meet overall organisational targets for growth and change.
- To develop a clear strategy for income generation, represent the organisation's mission and work with management ensuring the organisation's ethos is manifested both via internal and external representation and communication.
- To plan, organise, and deliver a strategy and calendar of Challenge Events in the UK and overseas, ensuring all candidates have an enjoyable and professional experience.
- To lead on developing an international deployment strategy on recruitment, training, managing risk assessments with the Safeguarding lead, retaining, rewarding, and recognising our participants.
- To project manage and facilitate of all Deployments on a national and international level, according to agreed timescales and budgets by maintaining accurate records of such activity, income and expenditure.
- To work with internal stakeholders and partners to formulate, plan and communicate a workplan for each Deployment and Challenge Events, with clear purpose and humanitarian goals.
- To take responsibility for briefing marketing requirements for the department, working closely with marketing executives and the design team to produce artwork, blogs, social media posts and other required marketing deliverables.
- To attend meetings and events where appropriate and be willing to travel if and when required for Penny Appeal related activities.
- To use Team Orange social media and personal networks, to recruit volunteers and participants from the community to take part in Challenge Events and Deployments.
- To carry out outreach activities in the community to book stalls and exhibition opportunities to market and recruit for Challenge Events and Deployments, answering and responding to enquiries in an appropriate and efficient manner, directing calls to other departments if necessary.
- To build partnerships with gyms, sports clubs, university societies, businesses, schools, mosques and community organisations to promote and recruit for challenge events and Deployments.
- To form excellent relationships with participants and remain in constant contact with them, from initial telephone/email contact to final thank you after the event.
- To advise fundraisers in all matters of fundraising, including legal obligations, health and safety and insurance.
- To manage the overall risk register for the region, building risk mitigation plans to ensure effective management and implementation of projects.
- To work closely with other departments and attend regular meetings to discuss collaborations and future fundraising and events.
- To work closely with fundraising teams to ensure agreed income targets are fulfilled.
- To represent the charity at any event in a professional and presentable manner and do the utmost to promote the charity.
- To proactively seek new funders and individuals or create opportunities for donors to contribute towards the organisation through personal contacts or knowledge of the Muslim community.
- To assist in leading, evaluating, developing, training, managing, and growing a network of volunteers to complement and deliver the charity's objectives.
- To securely log all donations and pledges accurately and ensure that clear records of such donations and pledges are maintained.
- To adhere to stated policies and procedures as per the company handbook, health and safety requirements and other management systems
- To lead on filing and recording of all documents / records of the department in a systematic manner.
- Excellent understanding of confidentiality, equality and diversity and how it affects this role, the organisation and volunteers/ supporters.
- To take notes / minutes and then present in a professional manner.
- To be able to proficiently use internal CRM systems to retrieve / add / present data. (PFM / Excel / Microsoft Teams etc)
- Any other duties commensurate with the accountabilities of the post.

KEY REQUIREMENTS

ESSENTIAL

- Graduate or equivalent.
- Strong Islamic knowledge and experience of working in the third sector.
- A minimum of three years' experience across volunteering and fundraising activities.
- Ability to plan and deliver challenge event activities.
- Excellent networking and influencing skills.
- Creative and able to develop new fundraising ideas.
- Excellent interpersonal and communication (verbal & written) skills.
- Ability to work independently and as part of a team.
- Good knowledge of contemporary fundraising techniques.
- Confidence working online and in the digital environment.
- Attention to detail.
- Adaptable and flexible in working style.
- Problem solver.
- Welcomes diversity.

DESIRABLE

- Knowledge of Islamic financial matters (Zakat, Wakf, Qurbani etc.)

ADDITIONAL INFORMATION

Safeguarding

We are an organisation that takes safeguarding very seriously. All staff will be expected to adhere to our policies, processes, and approach.

Applying

Please send a statement (of no more than 2 sides of A4, font size 11) clearly outlining how you match our requirements, as well as a two-page CV outlining your professional, volunteering experience, education/qualifications and any other relevant information to jobs@pennyappeal.org. Please state the job title in the email title.

Deadline

We are running a rolling recruitment, so reserve the right to close the post at any point. Please don't delay in getting your application in to us!