Job Description & Person Specification

Position: Challenge Events Lead

Reports To: Head of Events & Sponsorship

Contract: Permanent

Hours Per week: 35

Our Values and Behaviours

To act in accordance with "Our Values and Behaviours" at all times when delivering your role, ensuring that "Kindness", "Respect", "Belonging", and "Empowerment" are fundamental to your behaviour.



In addition to undertaking the accountabilities as outlined below, the post holder will be expected to fully adhere to all Norwood policies and procedures which are referenced in the employment contract and Norwood's intranet.

Role Summary

The Challenge Events Lead is responsible for the delivery and growth of Norwood's UK and international challenge events programme, supporting income generation, participant experience, and long-term supporter engagement.

Working as part of the Events & Sponsorship team, the postholder leads the operational planning and delivery of challenge events, ensuring a high-quality experience for participants and strong fundraising outcomes.

The role contributes to Norwood's relationship-led fundraising approach by working closely with Donor Engagement colleagues to recruit, support, and steward participants with the potential for deeper involvement and future giving.

Key Accountabilities

Challenge Events Delivery

- Deliver a portfolio of UK and international challenge events in line with agreed plans, budgets, and income targets.
- Manage event logistics, timelines, suppliers, and participant communications.
- Work with external challenge providers and partners where appropriate.
- Ensure all events are safe, well organised, and deliver an excellent participant experience from recruitment through to post-event follow-up.

Working with the Challenge Events Committee

- Support the Challenge Events Committee by implementing agreed plans and priorities.
- Prepare reports, updates, and insights for committee meetings.
- Act as the operational link between the committee and the wider fundraising team.

Participant Recruitment & Fundraising Support

- Recruit participants through community engagement, fundraising channels, and events activity.
- Work with Senior Fundraisers and the Fundraising Executive to identify suitable supporters, networks, and committees to generate participants.
- Motivate and support participants to meet and exceed fundraising targets through guidance, resources, and regular contact.
- Provide clear fundraising materials, communications, and stewardship to maximise income and engagement.

Donor Engagement & Progression

- Work closely with Senior Fundraisers and Donor Engagement colleagues to support recruitment, cultivation, and retention of challenge participants.
- Ensure effective follow-up and stewardship post-event to support retention and progression.
- Share participant insight and relationship opportunities across the fundraising team.
- Contribute to a joined-up supporter journey across events and relationship fundraising.

Marketing, Data & Reporting

- Work with Marketing colleagues to promote challenge events and support recruitment campaigns.
- Contribute to the development of event materials and digital content.
- Ensure accurate recording of participant data, income, and engagement activity within the CRM in line with Data & Insights processes.
- Monitor and report on participation, income, and ROI to inform future planning.

Organisational Engagement & Team Contribution

- Represent Norwood positively at events and within the community, building relationships with participants, volunteers, and supporters.
- Maintain awareness of Norwood's services and impact, using this knowledge to support participant engagement and storytelling.
- Attend and support fundraising events and activities as required across the wider events programme.

- Work flexibly around key events and activities outside standard hours, with time off in lieu (TOIL) provided in line with organisational policy.
- Contribute positively to team planning and a collaborative "one team" culture across fundraising.

Compliance & Standards

- Ensure all activity complies with fundraising regulations, health and safety requirements, and Norwood policies.
- Maintain high standards of participant care, professionalism, and confidentiality.
- Act as an ambassador for Norwood and its services.

Person Specification

	Essential	**Desirable**	**Evidence**
Qualification(s)	• GCSE Maths and English (or equivalent) or evidence of ongoing professional development.	• Educated to degree level or able to demonstrate equivalent experience gained in previous roles.	Cover Letter / CV / Onboarding
Experience	• Experience delivering events, challenges, or participant-led fundraising activity. • Strong organisational skills and attention to detail. • Confidence working with suppliers, partners, and external stakeholders. • Ability to motivate and support fundraisers and participants. • Experience managing multiple priorities and deadlines.	• Experience delivering overseas or endurance challenge events. • Experience working with volunteers or committees. • Familiarity with fundraising databases or CRM systems.	CV / Interview / Onboarding

Knowledge & Training	-	-	Cover Letter / CV / Interview
Personal Qualities & Attributes	• Energetic, organised, and resilient. • Confident communicator and relationship builder. • Supportive and participant-focused. • Proactive and solutions-oriented. • Strong alignment with Norwood's mission and values.	-	Cover Letter / CV / Interview

All roles require a DBS check and satisfactory clearance under Norwood's safer recruitment policies. We are committed to safeguarding the wellbeing of our people and maintaining a respectful, safe environment.

This job description is not exhaustive and may be updated as accountabilities evolve.