

RUTH STRAUSS FOUNDATION

JOB DESCRIPTION

Job Title: Campaign and Event manager (Cricket)

Salary: Commensurate with experience

Responsible to: Head of Fundraising, Ruth Strauss Foundation

Accountable to: Board of the Ruth Strauss Foundation

Hours per week: Five days per week

Location: Home based to begin with, then office based (Lord’s Cricket Ground NW8) when the ground re-opens subject to Covid-19. Will require some travel to meet supporters and partners and attend events.

Ruth Strauss Foundation

Early 2018, Ruth Strauss, wife of Sir Andrew Strauss the former England cricket captain, was diagnosed with an incurable lung cancer that affects non-smokers. Ruth died on December 29th 2018; she was 46 years old and mother to two children, then aged 10 and 13.

In her memory, Sir Andrew has launched The Ruth Strauss Foundation to:

- Provide professional emotional support for families when a child is facing the death of a parent.
- Facilitate collaboration and influence research in the fight against non-smoking lung cancers.

OUR SPIRIT *We Are* 



Compassionate

With dedication & understanding we strive to improve the lives of those affected by cancer.

Pioneering

We are unafraid to think and respond differently. Our aspiration is to pioneer change.

Spirited

We carry Ruth's spirit in delivering our mission: with determination, grace & laughter.

Professional

We take pride in our approach; it's the little extras that make the difference.

Family First

Without compromise, family is at our heart - together we can make a difference.



Job Purpose

We are recruiting for a Campaign and Event manager (Cricket) to join our growing Fundraising team.

In 2020, our second annual #RedforRuth day raised much-needed funds for and boosted awareness of the Foundation, raising more than £850,000. Our ambition is to further develop this high-profile fundraising campaign, both enhancing the flagship event and expanding significantly throughout the grass roots cricket community across the UK, with mass club activation identified as a key new growth area.

Starting this year, the #RedforRuth cricket campaign should have two parts:

- 1) A flagship fundraising campaign during the August Test match at Lord's
- 2) A concurrent fundraising campaign across the club network and its players

Part of a small team, you will develop key relationships across the game, and project lead and event manage our biggest annual fundraising campaign, bringing together key partners and supporters and enabling mass support.

Key Relationships

- Head of Fundraising and Community & Events Manager of Ruth Strauss Foundation
- Executive Team of the Ruth Strauss Foundation
- #RedforRuth Steering Group and Working Groups
- Various teams with ECB, MCC and across club cricket network

Role Profile and Key Responsibilities

Design and delivery of a successful annual #RedforRuth campaign which includes:

- 1) Test match at Lord's
- 2) National club engagement programme (subject to impact of Covid-19 on development of this opportunity)

To achieve these objectives the post holder will be expected to:

- Organise and lead all #RedforRuth Steering and Delivery group meetings, including agenda setting and providing clear actions for and updates to all parties involved at every stage.
- Develop and deliver a clear strategy and event production plan for the Lord's Test match campaign, to be used by all relevant parties.
- Develop and deliver a clear strategy and successful campaign to engage cricket clubs to raise funds for RSF, including working with ECB and County Cricket Boards
- Coordinate all event logistics including, but not limited to, in-ground event production, national club activity liaison, and volunteer and supplier management.
- To oversee the build and management of all fundraising tools and systems associated with the event, including, but not limited to, auction, text to donate and online giving platforms.
- Support the Partnerships Manager to engage commercial partners with the campaign.
- Work with the Head of MarComms and Digital to create all RSF assets for the campaign.
- Produce a detailed Post Event Report, to include all data metrics identified by the RSF executive committee and #RedforRuth working groups.

- Ensure events are adequately staffed utilising RSF staff, board, working group, and volunteers
- To respond to all enquiries in a professional manner, ensuring all data is timely and accurately entered, and maintained on databases including Data Protection and GDPR.
- Support with the development and delivery of other events and campaigns as required

What we are looking for:

In addition to someone who can embody the spirit of the RSF, you should also have the following skills and experience:

- A creative and innovative thinker who has a history of building engaging campaigns that appeal to cricket fans, communities and players.
- Exceptional events management and project management experience; managing a range of events and budgets in size, profile and scale.
- Excellent organisational and administrative skills and meticulous attention to detail.
- Knowledge of the club and county cricket network in England and Wales
- Ability to influence, persuade and negotiate using interpersonal skills with partners, suppliers and clubs.
- Strong team player and project leadership, ensuring clear and regular communication with the RSF team and stakeholders as appropriate.
- A willingness to adapt and be flexible. There are often new projects, changing priorities, and new processes that you will need to embrace.
- Motivated by achieving fundraising targets, managing multiple tasks, and working to deadlines.
- Ability to undertake travel, including overnight stays.
- Excellent written grammar, competent user of Microsoft Word, Excel and PowerPoint etc

Desirable

- Experience delivering charity or mass participation fundraising events.
- Competent user of client / supporter databases
- Experience developing merchandising initiatives outside of traditional retail environment.

How to apply:

We are committed to being an inclusive workforce that fully represents many different cultures, backgrounds and viewpoints. We welcome applications that help us in our mission to be a place where you can be yourself and thrive.

Please send your CV and covering letter to Rosie Ranganathan by 16th April 2021
rosie.ranganathan@ruthstraussfoundation.com

Our intention is to interview shortlisted applicants via zoom ideally week commencing w/c 19th April with a view to appoint the successful applicant by end of April 2021, subject to availability.