



Mass Participation Events Manager

Candidate Pack



Ronald McDonald
House Charities™
United Kingdom

Keeping families close™

- Location:** Hybrid working, working two days a week from Ronald McDonald House or Office
- Salary:** £41,000 per annum
- Contract:** Permanent contract, full-time, 35 hours, 5 days a week - Flexible working patterns available
- Reports to:** Head of Mass Engagement
- Closing date:** Wednesday 29 April, midnight

Job role:

Ronald McDonald House Charities UK is seeking a proactive and creative Mass Participation Events Manager to lead the delivery and growth of our mass participation portfolio. The role will lead on the strategy, performance and delivery of our challenge events programme, ensuring events achieve agreed income and participation targets and work closely with the Head of Mass Engagement to shape and test future Ronald McDonald House Charities UK owned mass participation events, supporting sustainable, diversified income growth.

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Notes from our leadership



Ella Joseph, Chief Executive

Thank you for your interest in joining Ronald McDonald House Charities UK.

'Keeping Families Close' is at the heart of everything we do at Ronald McDonald House Charities UK: we build and run Houses that provide a free 'home-away-from-home' for families who have a sick child in hospital.

We currently have a network of 14 Houses across the UK that can accommodate over 530 families each night. But we offer much more than an en-suite bedroom close to children's hospital wards – we create communities too.

Our fantastic teams, volunteers and supporters are there to provide support and practical help for families, as well as offering a safe and homely space where families can come together and know they're not alone.

We are an extremely friendly and motivated team at Ronald McDonald House Charities UK. If you are an individual who enjoys working in a collaborative environment, and who is excited to be part of our transformational journey over the coming years, then we would be delighted to hear from you.



Vickey Fitzell, Head of Mass Engagement

At Ronald McDonald House Charities UK, our mission is to keep families close when their child is in hospital far from home. Everything we do is grounded in supporting families through some of the most difficult moments of their lives.

Mass participation fundraising plays a crucial role in making this possible. There is significant opportunity in this area, with real headroom for growth and a highly engaged audience who care deeply about our cause. Our events bring thousands of supporters together each year to take action, raise vital funds, and show families that they are not alone.

As Mass Participation Event Manager, you will lead a portfolio of mass participation events, ensuring they are engaging, well run and aligned to our wider engagement and impact goals. Alongside delivering established events, you will help build our ambition to develop owned events over time, strengthening and growing our mass participation activity.

This role combines thoughtful planning with delivery oversight and is suited to someone who is ambitious, sees opportunity, and is motivated by turning strategy into reality. You will be confident in shaping plans and decisions, with the drive to take work from concept through to delivery. You will be comfortable managing budgets and targets, using insight to inform decisions, and building strong relationships with supporters, partners, and colleagues.

You will be joining a values-driven, collaborative and supportive management team, where we work closely together and share responsibility for our collective success. This is a pivotal moment for the charity, and the work you do will have a direct and tangible impact, not just in income raised, but in how families experience our support.

If you are motivated by delivering high quality events, developing new ideas, and being part of a purpose-driven team, we would love to hear from you.

Why work for Ronald McDonald House Charities UK?

► Our purpose

At Ronald McDonald House Charities UK, our purpose is to help families with children in hospital cope with the practical and emotional challenges they face.

Our ambition is to [serve more families and serve them better](#).

► Our values

- We celebrate the diversity of our people and our programmes
- We value our heritage
- We focus on the critical needs of children and their families
- We operate with accountability and transparency

► Our impact

We are passionate about the support we give to families each year. Since 1989, we have supported over 95,000 families from all walks of life, living in the UK or coming from abroad for specialist care, for those families, staying close to their child in hospital receiving care is the number one priority.

► Our diversity statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

► Our families

Across our 14 locations in the UK, our Houses aim to reduce the emotional and financial burdens that come with having their child in hospital.

Families often wish to share their stories with us, highlighting their family's journey through honest and first-hand experiences.

 [Watch one of our family stories](#)

 [Read our family blogs](#)



Our employee benefits

We are able to offer the successful applicant a highly competitive salary and benefits package.

- Private Healthcare and Employee Assistance Programme
- Pension Scheme and Enhanced Life Assurance
- Flexible Working Patterns
- Annual Leave and Sabbatical Leave
- Service and Recognition Awards
- Employee Discount Scheme

[Click to view all details on available employee benefits](#)

About the Mass Participation Event Manager role

Key responsibilities:

Event Strategy & Planning

- Develop and deliver a clear strategy for challenge and mass participation events, aligned to fundraising targets and audience engagement objectives.
- Identify and assess new event opportunities, including third party and bespoke challenges, to diversify and grow income.
- To play a key role in developing new events, taking them to market and adopting a test and learn approach in collaboration with the Head of Mass Engagement & wider Engagement Directorate.

Event Delivery & Logistics

- Support the Senior Event Fundraiser to lead the end-to-end management of events, including budgeting, planning, supplier coordination, risk management, and on-the-day execution.
- Ensure all events are delivered to a high standard, providing an exceptional experience for supporters.



Supporter Engagement & Stewardship

- Build strong relationships with event participants, providing excellent supporter experience and tailored stewardship journeys.
- Support the development, delivery of and evaluation of effective supporter journeys across the events portfolio, focused on maximising net return and supporter retention.
- Create and develop engaging communications and materials to inspire fundraising and deepen supporters' connections to the charity.

Marketing & Promotion

- Lead the delivery of an audience and insight led events marketing programme, working closely with the Brand, Communications and Digital team to maximise participation and net return.
- Keep abreast of income and data trends across the sector to help inform future activities and events fundraising programmes.

Monitoring & Evaluation

- Agree and deliver against ambitious income and acquisition targets, maintaining costs within agreed budgets.
- Set, manage and report against budgets, milestones and KPIs across the events portfolio, demonstrating accountability for performance.
- Use data and insight to evaluate event performance, inform decision making and continuously improve participant experience.
- Produce regular performance reports and insights for internal stakeholders.

Collaboration & Partnership

- Work closely with senior managers and colleagues across the department to maximise opportunities for collaboration and integrated delivery.
- Build and maintain effective relationships with key stakeholders, including but not limited to - McDonald's Relationship Team, House teams, fundraising partners, suppliers and third party event organisers.



About the Mass Participation Event Manager role

Skills & Experience:

Essential:

- A proven track record of excellent management of an event portfolio to meet income and acquisition targets.
- Experience of delivering data and insight led marketing and stewardship programmes to drive acquisition and net income.
- Experience of managing multiple projects with complex budgets, multiple stakeholders and stretching KPIs.
- Line management and team development experience.
- Knowledge of health and safety, risk management in event delivery & fundraising compliance.

Desirable:

- Experience of virtual fundraising and development of new events.
- Ability to plan, prioritise and balance a busy and varied workload.
- Familiarity with digital fundraising platforms and MS Dynamics.
- Experience supporting innovation or new product development, working with agencies to deliver new fundraising products.



Our employees



Jasmine's journey

House Assistant to Marketing Officer

Jasmine started at the Charity in the role of House Assistant, providing administrative, practical and emotional support to families staying at our Brighton House, helping to create a supportive and comfortable environment. With a passion for creating visual materials and writing family stories alongside her House Assistant duties, Jasmine's hard work and talent was recognised and she progressed into a new department, taking valuable knowledge and skills into a position with our Marketing and Communications team.



BB I began my journey with Ronald McDonald House Charities UK in 2016 as a House Assistant at our Brighton House, where I witnessed the extraordinary strength of the families we support and the profound impact of our services.

In 2021, I embraced a new challenge through a secondment in the Marketing and Communications team – an opportunity to merge my passion for design, brand, and storytelling with the powerful realities of frontline experiences. That chapter became a turning point, leading to a permanent role as Marketing Officer, where I now help bring our mission to life through supporting compelling campaigns, fundraising initiatives, and partnerships.

Over the past nine years, I've grown both personally and professionally, continuously supported by a network of inspiring colleagues. It's been a journey of purpose, creativity, and deep connection.



Lily's journey

Lead Challenge Events Officer to Senior Events Fundraiser

Lily started as Lead Challenge Events Officer, working in a small team and specifically on Challenge Events, such as marathons and skydives. Inspired by the families we support, their personal stories motivated Lily to get involved with other fundraising events. Recognising her passion for delivering high quality experiences, Lily's role developed to incorporate large scale events and collaborating with a larger team. Lily now plays a vital part in ensuring the success of our fundraising events and effectively guiding supporters.



BB Working within a busy Events team, no two days are the same - which I love! There's lots of variety, whether it is supporter stewardship, planning events, getting stuck in at a Golf Day, or simply updating our database. I love being able to listen to our supporters' stories, and their reasons for wanting to support this fantastic charity.

As a Senior Events Fundraiser, I love the responsibility of looking to the future and helping shape our strategy and Events calendars.

Ronald McDonald House Charities UK has helped me develop my people skills and learn to work in a fast-paced and dynamic environment, whilst knowing my work is making a difference to families across the UK with children in hospital.



How to apply for the role

Closing date: Wednesday 29 April 2026

All applications must be submitted before midnight on this date.



Please enclose:

A full CV

Answers to the below screening questions:

- Describe a time you developed or evolved an events strategy to grow participation or income. What was your approach and what were the results? Where possible, include metrics such as participation growth, average gift, ROI, income delivered etc.
- Describe your experience collaborating with marketing, brand and/or digital teams to promote events and grow participation. How did you design or improve the participant journey across the lifecycle to increase engagement and retention, and what impact did this have on performance? Please include results and metrics or outcomes.

[A completed demographic form](#) (optional)

To submit your application, please email:

rmhc.recruitment@uk.mcd.com

All applications will be considered and then informed following the closing date if they have been shortlisted for a first-stage interview.

To discuss the role before applying:

 0203 892 0774  rmhc.recruitment@uk.mcd.com

► Our Artificial Intelligence (AI) Statement

We encourage candidates to minimise their use of AI tools when answering questions in this recruitment process. Our goal is to understand your authentic self, your unique perspectives, and your genuine skills. We value originality and personal insight, which are best demonstrated through your own words and experiences.

► Equal Opportunities Employer:

The Charity is an equal opportunities employer and welcomes applications from all suitably qualified individuals regardless of race, ethnicity, religion, sex, gender identity, sexual orientation, disability, or age.

