



- Job Title:** **Head of Community and Events Fundraising**
- Location:** **Office-based in one of our national offices with flexibility to work remotely. Required to travel at least 4 times a year to London office.**
- Reports to:** **Executive Director of Income & Engagement**
- Manages:** **Community Fundraising & Retail Lead, Owned Events Lead, Third Party Events Lead and Product & Marketing Lead**

Introduction to multiple sclerosis and the MS Society

Over 130,000 of us in the UK have multiple sclerosis (MS). It's unpredictable and different for everyone. It's often painful and exhausting, and can cause problems with how we walk, move, see, think and feel. It can make it hard for us to work, and do the things we enjoy. But it doesn't have to be this way. We're the MS Society – a community of people living with MS, scientists, campaigners, volunteers and fundraisers. We understand what life's like with MS, and we support each other through the highs, lows and everything in between. And we're driving research into more – and better – treatments. For everyone. Together, we are strong enough to stop MS.

Purpose

- To lead the MS Society's community and events fundraising activity (including from Groups and Retail) to maximise income from these areas.
- To lead the strategic development of community and events with the aim of growing both income and awareness amongst the MS community and wider public
- To manage the operational delivery of community and events activity across the UK, meeting agreed income and activity targets.
- To lead on developing new ways to engage eventers and community based supporters to fundraise for the MS Society, and implementing new products and events.

- To lead on and support local group fundraising, and to work on developing an integrated model of group fundraising locally and centrally
- To lead the charity's retail function; supporting and leading on development of a centralised retail function to grow our commercial income and high street presence
- As a member of the Engagement and Income Generation Leadership Team (EIGLT), to contribute to the leadership and strategic development of the EIG directorate as a whole.
- As a member of the organisational Leadership Group (LG) Activity Review Group (ARG) support the delivery of the organizational strategy and champion community, events and retail fundraising.

Key Relationships:

Internal: The post holder works closely in partnership with all areas of the Society and with all departments – in particular;

- Engagement and Income Generation (EIG) staff across the MS Society working to a common engagement and income goal
- The Head of Community Networks and Country Directors in Scotland, Wales and Northern Ireland.
- Marketing and Communications for messaging and supporter engagement.
- Digital and Content and social media teams for online engagement.
- Services and Support staff to maximise support from our local groups network, nations and regions.
- Press, PR and Celebrity team
- Local groups

External: The post holder will also liaise with the following groups:

- Donors and supporters
- Senior volunteers
- Trustees and councils to inspire and thank community fundraisers
- Agencies for fundraising activities
- Other fundraising peers to understand trends and best practice

Key Accountabilities:

The MS Society Head of Community and Events Fundraising will support delivery of the Society's fundraising strategy to deliver the MS Society's strategic goals by:

1. Devise, lead and implement an organisation wide Community and Events fundraising strategy
2. Devise and manage strategies for New Product development (A charity Key Fundraising product), the expansion of the Retail

function, be responsible (with EG input) for the Groups Fundraising and compliance

3. Create business plans for the income streams you are responsible for and help ensure we achieve our overall ambitious fundraising goals and maximise return on investment, while ensuring we remain aligned to the overall fundraising strategy and theory of change.
4. Drive innovation and fundraising excellence, managing data driven decisions to support growth
5. Using a collaborative approach, lead and motivate your team, and monitor the performance of the fundraising areas within your responsibility ensuring that the necessary skills, knowledge, motivation, and tools are provided to ensure your team is goal driven and achieves the targets set.
6. Through your team, lead the fundraising streams you are responsible for, set clear and ambitious stretch targets and ensure the use of our compelling case for support.
7. Keep abreast of the external fundraising environment and develop business cases for investment in new and diverse income streams.
8. Implement and drive innovative approaches to developing and establishing new funding models and income streams, as well as unlocking new income from untapped stakeholders.

Our values

We expect everyone who works with us to model and promote our values:

Bold

We are brave and innovative. We're not afraid to take risks and speak out, even when it is not easy. We are pioneering and dynamic in our approach to achieving our goals. We will campaign and push boundaries, and will not give up until we have beaten MS.

Expert

People with MS are experts in their own condition. We bring together their own experience and knowledge, along with that of staff, volunteers and professionals, and the best available evidence, to improve the lives of people affected by MS.

Ambitious

We do not accept the status quo. We set high standards and work hard to reach them, driving real change. We push the boundaries and are positive about beating MS.

Together

We achieve success by working with the whole MS community. We are collaborative and inclusive in our approach to succeed in delivering our goals. Everything we do shows we support and care about each other.

Detailed responsibilities:

1. Strategic leadership of Community & Events across the MS Society (50%)

- To be the leading authority and champion of Community, Events and Retail Fundraising, making sure that it is seen as central to the organisation
- Develop and maintain effective working relationships across the department, directorate and wider MS Society.
- Review, develop and implement the Society's income strategy from Community and Events fundraising, plus local Groups and Retail across the whole of the UK.
- Review and lead the development of our UK wide community and events fundraising programme, ensuring a standardised approach with unique regional and nation based strategies allowing for a wider level of support.
- Oversee continuous improvement of processes and products to increase efficiency and income raised
- Lead on and review the strategy to grow MS Society owned events with key focus on innovation, audience insight and supporter journey and long term engagement.
- Lead on supporting Groups to fundraise and support both groups activity and increase income for centralised activity
- Lead on the strategic expansion of our retail function with close support from the Community Fundraising and Retail Lead

2. Meeting annual income and activity targets (20%)

- Make sure our portfolio of activity is robust and able to meet income targets with balanced risk and opportunity
- Support fundraisers in both teams to achieve their personal income and activity targets
- Ensure agreed sign-off procedures are implemented.
- As part of a groups project team, lead on the fundraising by local groups to assist in the development of their collective income generation including analysis and insight, learning, best practice and compliance regulation.
- Take overall responsibility for compliance and the revenue of the Group owned MS shops whilst developing where necessary the opening of new MS society owned shops.

3. Operational delivery and improvement (5%)

- Accountable for the effective day to day management and delivery of functions and activities within the teams.
- Review and implement standardised stewardship activities which deliver a fantastic supporter experience.
- Innovate and take advantage of new fundraising opportunities, reacting at speed where necessary

- Focus the work of all teams to deliver the business plan and contribute to the achievement of the MS Society's strategic aims and priorities.
- Work closely with colleagues in other departments to explore different engagement options that would enable the maximum number of individuals and community groups to be engaged.
- Ensure that Community, Events and Retail fundraising is understood and respected within the Society and that developments in local and national activities take account of and link, where practical, to similar activities across the four nations of the UK.
- Work closely with Directors and managers across the UK to ensure consistency of advice, guidance and support provided to staff, volunteers and donors on issues of community fundraising, events fundraising and working with local supporter groups.

4. External representation (5%)

- To represent the MS Society externally on a wide range of matters, including acting as a representative at events, with external stakeholders, in meetings and at conferences for the charity when required.

5. Financial Management (5%)

- Propose and be accountable for the efficient management of expenditure including effective budget preparation, planning, monitoring and review. Ensure effective financial and resource management.

6. People Management (5%)

- Engage the teams and individuals, through setting clear work plans, managing performance and development, through regular one to ones, feedback, supervision, supporting learning and the performance development review process
- Be responsible for recruiting and inducting new staff
- Develop and maintain effective working relationships across the team, department, directorate and Society

7. Monitoring and reporting on performance (5%)

- Accountable for the analysis and evaluation of performance information, monitoring and reporting against objectives, outcomes and KPIs.
- Ensuring action is taken a timely manner to enable corrective action to be taken.
- Ensure the social impact of the department's work is measured in accordance with the MS Society's outcomes framework.

8. General

- Ensure compliance with the MS Society's governance procedures.

- Ensure compliance with MS Society's policies on working with people with MS, Volunteers, Recruiting Safely, Safeguarding, Health & Safety and Equality & Diversity.
- Ensure compliance with MS Society guidelines on the requirements of Disclosure, where applicable.
- Ensure compliance with legislation and best practice around data management and fundraising practice.

Other Duties

- Be prepared to travel to meetings and fundraising events across the UK and be away from home overnight, as the job reasonably demands.
- Deputise for Executive Director of Engagement & Income Generation on matters relating to Community and Events fundraising.
- Undertake any other work as could be expected of a Head of Community and Events Fundraising.

Reporting Responsibilities:

To supply information as required by the Executive Director of Engagement & Income Generation

Person specification

In addition to demonstrating our core MS Society competencies that are listed at the end of this job description, the role requires knowledge and skills in the areas of:

Qualifications

Essential

- Degree (or equivalent qualification) or
- Relevant professional experience, which demonstrates equivalent academic skills
- Evidence of continuous professional development.

Experience

Essential

- Extensive experience of developing programmes of community and events fundraising activity and multi-year business plans to recruit, engage, inspire and retain donors.
- Experience of providing support to networks of volunteers to deliver income or other tangible outcomes for a charity.
- A proven track record of success in leading and managing a team of fundraisers to deliver high quality results to deadlines.
- Experience at training, advising and supporting staff to be effective fundraisers, including senior staff.
- Experience of managing relationships with senior staff, senior volunteers and influencers.
- Demonstrable and extensive experience of financial and budgetary management

Desirable

- Demonstrable experience of leading programmes of fundraising which are delivered through a volunteer network
- Experience of devising a successful fundraising event or product

Knowledge and skills

Essential

- Demonstrable evidence of up-to-date knowledge of best practice and new initiatives concerning fundraising from community activities and events
- Detailed knowledge and understanding of the motivations and needs of fundraisers when taking part in events or community activities
- Exceptional interpersonal skills, and able to influence/persuade a wide range of stakeholders and facilitate cross-team working.
- Understanding of the changing fundraising landscape and what this means for community and events fundraising, volunteers and the charity sector.
- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences.
- Demonstrable evidence of ability to undertake complex negotiations on behalf of the Society with suppliers, supporters and colleagues to deliver on different partnerships and opportunities.
- Excellent organisational and workload management skills.
- IT skills including CRM database skills, e.g. Raiser's Edge.

Desirable

- Understanding of the issues facing organisations that work with people affected by a health condition, and those who know them.
- Development and delivering a successful fundraising product using digital technology.

Employment terms

Salary band: **H3**

Signed by post holder

Date

Signed by Executive Director

Date



MS Society Core Competencies

June 2020

Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
Fosters co-production	Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions. As a team manager, supports individuals to deepen their knowledge and understanding of the MS Community, sharing their own experience and examples of doing so.	Together Expert
Open to change and innovation	Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure. As a team manager, supports and motivates team to try new things, pursue innovation that leads to better organisational outcomes, and share lessons from failures.	Bold Ambitious

<p>Sound decisions</p>	<p>Makes timely decisions with appropriate information, balancing evidence and insight with appropriate risk assessment and action.</p> <p>As a team manager, makes and acts upon clear, transparent and timely decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.</p>	<p>Ambitious</p> <p>Expert</p>
<p>Collaborative working</p>	<p>Invests time and energy to establish trust and build positive working relationships with individuals and teams across the organisation.</p> <p>As a team manager, actively enables learning and working as a team, supporting the work of other teams and creating opportunities for cross organisational working.</p>	<p>Together</p>
<p>Effective Communication</p>	<p>Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate.</p>	<p>Together</p> <p>Expert</p>

	As a team manager, engages team through seeking feedback, listening and responding to different viewpoints while ensuring everyone is clear about key messages, role expectations and organisational goals.	
Outcome focussed	<p>Focuses on impact and the priorities, resources and deliverables needed to achieve desired outcomes.</p> <p>As a team manager, maintains focus on successful outcomes rather than hours worked, empowering and trusting people to be responsible and accountable for their work.</p>	<p>Bold</p> <p>Together</p>
Inclusivity	<p>Treats people fairly and respectfully regardless of background, role or status, seeking to understand and incorporate different values and viewpoints into decisions and work.</p> <p>As a team manager, promotes an inclusive culture that recognises and values what each individual brings to the team, ensuring reasonable adjustments are put in place to support this.</p>	Together

Accountability	<p>Takes responsibility for work and personal actions; delivers on commitments, indicating where work is behind and help is needed, and acknowledges and learns from mistakes.</p> <p>As a team manager, sets and communicates clear expectations for self and others, speaks up and appropriately challenges when things aren't working and addresses problems quickly and transparently.</p>	Bold Expert Ambitious Together
Tech Savvy	<p>Embraces rapidly changing technology solutions, and understands how technology improves delivery of goals and drives efficiency and effectiveness.</p> <p>As a team manager, creates opportunities to explore and learn about the changing technology environment, apply learning and champion digital innovation.</p>	Bold Ambitious