



Job title: Community Fundraiser

Location: Home-based, working regionally

Reports to: Senior Community Fundraiser

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 identify and secure new community fundraising supporters to support ambitious plans for income growth. Ensuring that all community fundraising supporters receive an outstanding level of service.

To build a strong community network of local fundraisers, committed and inspired to raise money to help us achieve our mission of Transforming lives, stopping MS.

To contribute to the overall implementation of the Community & Events Fundraising team's objectives.

Key relationships:

Internal

The post holder works closely with:

- Colleagues in the Community Fundraising team
- Colleagues and volunteers across the Engagement & Income Generation, including our Marketing and Communication functions
- Colleagues and volunteers in the Digital and Services Directorate
- Colleagues in the Volunteering Team

External

The post holder works closely with:

- Fundraising supporters, donors and volunteers
- Companies and community organisations at local and national level
- Local funding organisations such as Grants and Trust makers
- Third party suppliers
- Colleagues across the fundraising sector

Key accountabilities:

Our Community Fundraiser will support delivery of our Engagement and Income Generation strategy to deliver our strategic goals by:

1. Business plan implementation

1a New Fundraising Development

1b Key Supporters and Groups

1c Fundraising Volunteer Network

1d Product Implementation

2. Team work

3. Monitoring and reporting on performance

General

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. Business plan implementation *90% total of all items below 1a, 1b etc*

- Planning work to ensure we meet our deadlines.
- Focussing work to deliver the team's business plan and contribute to the achievement of our strategic aims and priorities.

- Contributing to a clear focus on driving improvements in quality, impact and performance.

1a New Fundraising Development 45%

- Assist the Senior Community Fundraiser to develop, implement & monitor regional fundraising plan & budgets
- Meet agreed annual income targets
- Regularly review plans and make recommendations to improve delivery
- Research & identify opportunities for working with local companies and secure an agreed number of partnerships
- Establish new local support through community service groups and organisations such as Rotary, and other local fundraising charities
- Develop a pipeline of new fundraising prospects and schedule approaches to maximise income
- Recruit participants to the MS Society events programme & community products to agreed targets
- Raise public awareness by working actively in the community with local media and other relevant orgs

1b Key Supporters & Groups 25%

- Support, inspire and encourage our high value community fundraising supporters implementing our supporter journeys to encourage repeat involvement and increased fundraising
- Thank and recognise key supporters for their exceptional support
- Recruit, manage and develop fundraising support groups to deliver a planned and secure income stream
- Work with MS Society Local Network Groups to provide targeted fundraising support for local services.

1c Fundraising Volunteer Network 10%

- Recruit and manage volunteers to deliver key fundraising projects, e.g. Stop MS Champions

- Work with the Senior Community Fundraiser to identify opportunities for new volunteer roles to increase income generate across the Community Fundraising portfolio and work with colleagues to implement
- Thank and recognise volunteers for their support

1d Product Implementation 10%

- Support the Senior Community Fundraiser in implementing Community Fundraising Products to help support income generation, including developing compelling local activation campaigns

2. Team work 5%

- Contribute to the work of the broader team.
- Developing and maintaining effective working relationships across the department, directorate and organisation as a whole.

3. Monitoring and reporting on performance 5%

- Monitoring performance information against objectives, outcomes and KPIs.
- Taking corrective action in a timely manner when necessary.
- Contribute to the impact measurement of the team's work in accordance with our outcomes framework.

General

- Compliance with our governance procedures, policies and procedures.
- Contribute to a positive working environment in which equality and diversity are valued and members of staff are enabled to do their best.
- Responsible for the effective use of financial and other resources.

Other duties

- To be prepared to travel to meetings across the UK and be away from home overnight, as the job reasonably demands.
- To undertake any other works as could be expected of a Community Fundraiser.

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

- A levels/equivalent qualification or

- Relevant professional experience, which demonstrates equivalent academic skills.
- Evidence of continuous professional development.

Experience

Essential

- Proven record of successful income generation from either the voluntary sector or able to demonstrate transferable skills from the commercial sector
- Proven record of identifying, establishing and retaining new fundraising partners, supporters and fundraising groups/committees
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- Writing successful proposals and bids
- Leading and managing projects
- Training and developing volunteers

Knowledge and skills

Essential

- Demonstrable commitment to collaborative team work.
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.
- Good understanding of the principle and methods of community and volunteer led fundraising
- Natural problem solver with the ability to prioritise and manage multiple tasks
- Excellent negotiation skills
- Good understanding of fundraising good practice and current market trends
- Flexibility and willingness to expand the role as the job requires
- Able to develop, implement and monitor plans, present budgets and interpret financial information
- Able to use interpersonal skills to effectively engage with others, understand what motivates them and respond appropriately
- Excellent written communication and numeracy skills
- Excellent verbal communication skills, able to deliver presentations with confidence
- Good organisational and workload management skills.
- Strong IT skills, in particular Microsoft Excel, Word and experience of using and interrogating CRM databases
- Driving licence

Employment terms

Grade: Band E, Level 1

Signed by post holder

Date

Signed by Executive Director

Date



MS SOCIETY JOB DESCRIPTION

MS Society Core Competencies

June 2020

Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
Fosters co-production	<p>Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions.</p> <p>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.</p>	<p>Together</p> <p>Expert</p>
Open to change and innovation	<p>Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure.</p> <p>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.</p>	<p>Bold</p> <p>Ambitious</p>
Sound decisions	<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>
Collaborative	<p>Invests time and energy to establish trust and build positive working relationships with</p>	<p>Together</p>

working	<p>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>	
Effective Communication	<p>Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate.</p> <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.</p>	<p>Together</p> <p>Expert</p>
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>	<p>Together</p>
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</p>	<p>Bold</p> <p>Expert</p> <p>Ambitious</p> <p>Together</p>

	problems quickly and transparently.	
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>	<p>Bold</p> <p>Ambitious</p>