

Individual Giving Manager (Key Projects)



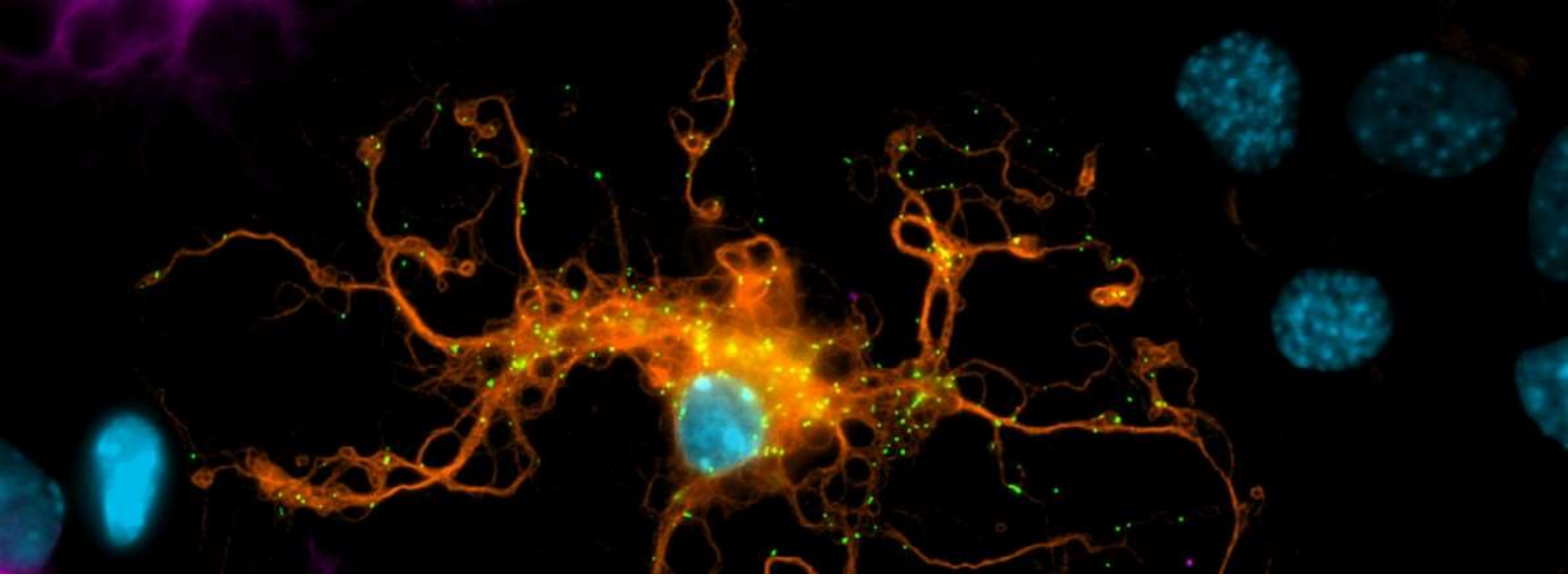
The right candidate

This unique role will see you delivering campaigns and driving forward key charity-wide projects. This includes the public phase of our Stop MS Appeal, with all donations restricted to research – a fantastic opportunity.

You'll be an experienced direct marketer, preferably from a fundraising environment. You'll be creative, quick, collaborative and curious. You'll use your understanding of channels, data, campaign management and donor motivations to help grow income and engagement from individual supporters. You'll enjoy working across teams and be a natural problem-solver.

You'll help make sure our supporters have a great experience with the MS Society. And every day your work will help towards a future where no one has to worry about MS getting worse.

We look forward to hearing from you.



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.

The MS Society is in the midst of an exciting, transformational period which builds on our great history and will drive us towards achieving our mission and vision as we embark on our new 5 year strategy.



Our values

Our mission is to enable everyone affected by MS to live life to their full potential and secure the care and support they need until we find a cure.

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 stopped 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 stopping 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.



Job description

Position	Individual Giving Manager
Job band	Band F, Level 1
Salary	£33,885 - £39,276 per annum
Reports to	Head of Individual Giving
Contract	Full time (35 hours per week) 12 months fixed term contract
Location	MS National Centre, NW London

Purpose

Encourage new and repeat donations by developing, managing and contributing to key projects and campaigns in the individual giving space. Work collaboratively across multiple teams and departments. Work to increase net income so the MS Society can campaign for change, fund ground-breaking research and provide vital support and information.

A major focus will be the Stop MS Appeal. The post holder will manage the alignment of plans, messaging and fundraising asks, as well as developing journeys for donors. They will be responsible for specific targets relating to one-off, regular and repeat donations towards MS research. By the end of the contract, the post holder will have contributed to longer-term plans for attracting and retaining individual donors.

In addition, the post holder will be responsible for specific projects and campaigns across membership and in memory giving, as well as supporting development of engagement journeys. They will be the key point of contact in IG for integrated campaigns.



Key responsibilities

The Individual Giving Manager (Key Projects) supports delivery of the Society's Engagement and Income Generation strategy.

Business plan implementation (80% total of all items, includes items 1a and 1b)

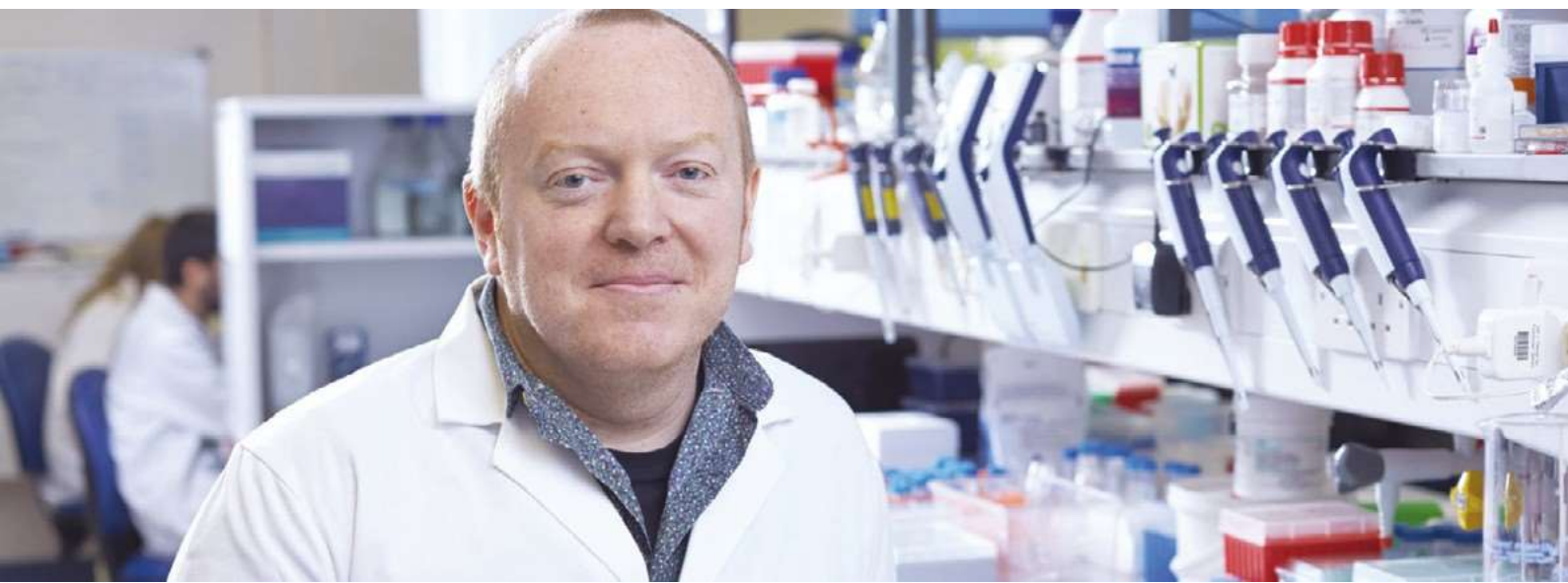
- 1a. Lead and implement key projects to increase net income
- 1b. Operational delivery of specified individual giving campaigns

1a. Lead and implement key projects to increase net income (50%)

- 1. In collaboration with relevant colleagues across the organisation, project manage and contribute to relevant programmes and projects, including the Stop MS Appeal
- 2. Successfully deliver to agreed timings, KPIs, budgets and fundraising targets
- 3. Plan and implement integrated supporter journeys for existing and potential IG supporters

1b. Operational delivery of individual giving campaigns (30%)

- 1. Take responsibility for the end to end project management of key campaigns and activities as part of wider projects including the Stop MS Appeal
- 2. Work with the Legacy and In Memory Manager to develop commemorative giving at the MS Society, including stewarding in memory donors and tribute fund holders



Key responsibilities

Team work (10%)

1. Leading/contributing to key cross-organisational working groups, ensuring supporter experience and fundraising are prioritized as appropriate
2. Developing and maintaining effective working relationships across the department, directorate and organisation as a whole

Budget management (5%)

1. Accountable for the efficient management of relevant IG income and expenditure including supporting the Head of Individual Giving, Legacy and In Memory Manager and Individual Giving Manager in effective budget preparation, planning, monitoring and review
2. Ensure effective financial and resource management

Monitoring and reporting on performance (5%)

1. Accountable for the analysis and evaluation of your work, performance information, monitoring and reporting against objectives, outcomes and KPIs
2. Ensuring action is taken in a timely manner to enable corrective action to be taken
3. Ensuring the impact of your key projects, measuring them in accordance with



our outcomes framework

General

1. To be compliant with our governance policies and procedures
2. To contribute to a positive working environment in which equality and diversity are valued and members of staff are enabled to do their best
3. To be responsible for the effective use of financial and other resources
4. Ensure campaigns and activity comply with all relevant codes and charity/fundraising laws, particularly in relation to individual giving

Other Duties

1. To be prepared to travel to meetings across the UK and be away from home overnight, as the job reasonably demands
2. To undertake any other works as could be expected of an Individual Giving Manager (Key Projects) particularly in terms of new areas for development



Attributes

Essential (E)

Desirable (D)

A-Levels/equivalent qualifications and/or relevant professional experience which demonstrates equivalent academic skills	E
Evidence of continuous professional development	E
Proven experience of working in a fundraising or direct marketing environment	E
Proven experience of managing complex campaigns to generate income across a wide range of online and offline channels	E
Proven planning and project management experience	E
Experience of working cross-organisationally to achieve targets and develop campaigns	E
Experience of working effectively with fundraising or marketing agencies	E
Demonstrable experience of applying effective problem solving techniques when the situation demands	E
Experience of monitoring income and expenditure budgets	E
Demonstrable commitment to collaborative team work	E
Demonstrable commitment to inclusive working, ensuring equality and valuing diversity	E



Attributes

Essential (E)

Desirable (D)

Excellent interpersonal skills and be able to influence/persuade a wide range of stakeholders	E
Excellent written and verbal communication skills with the ability to communicate effectively to a wide range of audiences	E
Excellent organisational and workload management skills	E
Ability to work with data and segmentation to maximize campaign effectiveness, including using evidence to drive future activity	E
Knowledge of project management tools and techniques	D
Knowledge of Raiser's Edge, particularly for reporting	D
A relevant fundraising or marketing qualification	D
Experience of working for a health charity	D
Experience of working with membership and/or in memory giving	D



Our benefits

Holidays

We offer 27 days annual leave (excluding bank holidays).

Pay review

Salaries are reviewed annually taking effect on 1 January each year.

Review of performance

In addition to ongoing supervision, performance is formally reviewed twice a year with your line manager.

Pension

You will be auto-enrolled on to the pension scheme with Aviva. The standard employee contribution is 3% (gross) of salary and the standard employer contribution is 6% of salary.

Employee wellbeing programme (EWP)

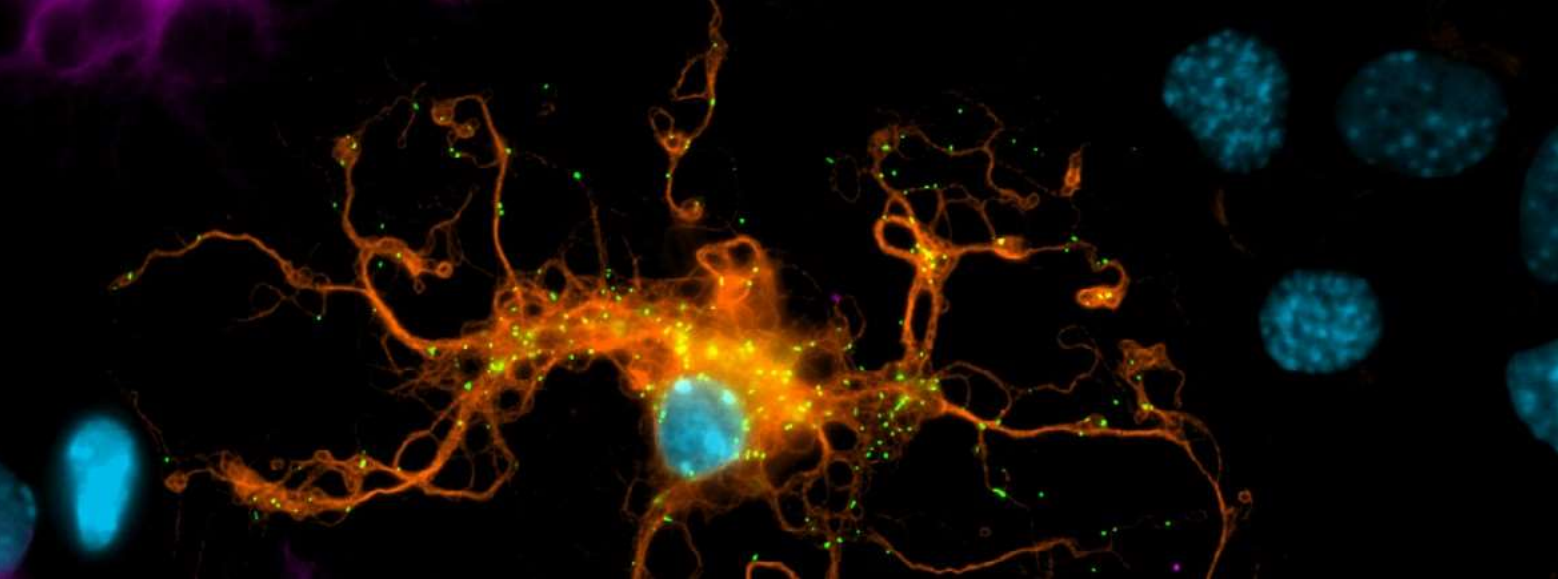
EWP is a free 24/7 personal support programme that gives you access to a range of specialist support and information.

Travel loan

We operate an interest free loan for the purchase of season tickets for travel to and from work.

Professional qualifications

We will support staff to obtain relevant professional qualifications. If approved, the organisation will pay 75% of the fees and the employee 25% within a fixed timescale.



Our benefits

Give as you earn

Support your favorite charities each month through your pay slip.

Cycle to work

Opportunity to apply to our Cycle to Work scheme towards a new bike and/or bike equipment.

Eye care vouchers

Employees who work extensively at a screen or who drive as part of their role, are entitled to an eyesight test on request.

Learning & development

Flexible learning and development options with one day a month earmarked for personal and professional development.

Flexible working

Opportunity to work with your line manager to find a working pattern that provides work/life balance.

Union and Staff Reps

Your voice will be heard with the support of our staff and union representatives.

Volunteering days

Automatic entitlement to 2 days paid leave annually to volunteer for a charity of your choice in addition to the annual leave entitlement.



▶ Let's stop MS together

mssociety.org.uk

Multiple Sclerosis Society

Registered charity nos 1139257/SC041990. Registered
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