



MS SOCIETY JOB DESCRIPTION

Job Title: Special Events Manager

Location: Part office and part home based

Reports to: Head of Philanthropy and Special Events

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 deliver a series of high-profile events which meet the needs of the fundraising team, and engage and inspire the Society's existing and prospective donors, supporters and key stakeholders.

As a member of the Engagement and Income Generation Management Team, to contribute to the leadership, planning and policy formulation of the Directorate as a whole.

As a member of the management community to influence and implement our direction of travel to meet our organisational objectives.

Key Relationships:

Internal: The post holder works closely with all areas of the MS Society and with all departments – especially:

- Members of the Executive Group and fundraising staff, in particular; Philanthropy, Trusts, Corporate Partnerships, Prospect Research and Community and Events
- CEO, Executive and other Directors.
- Trustees and other senior volunteers.
- Marketing and Communications
- Lead technical specialists in Research, Support and Services

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

- Existing and prospective supporters of significant value to the MS Society.
- Influencers including leading scientists, our Appeal board and their networks.
- Staff at venues where events are organised
- Other fundraising peers to understand trends and best practice
- Third party suppliers

Key Accountabilities:

The MS Society Special Events Manager will support delivery of the Society's Fundraising Directorate strategy to deliver the MS Society's strategic goals by:

1. Business plan implementation

1b. Developing and delivering a quality high value events programme

1c. Work alongside individual supporters and committees to raise income

2. Financial management

3. Team work

4. Monitoring and reporting on performance

5. General

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:

Business plan implementation 80%

- To deliver a series of high-profile cultivation and fundraising events which meet the needs of the fundraising team, and engage and inspire the Society's existing and prospective donors, supporters and key stakeholders.
- Supporting the Philanthropy and Partnerships team to generate income from major donor and corporate audiences via special events
- Ensuring a clear focus on driving improvements in quality, impact and performance

1b Develop Deliver a high-quality events programme 55%

- Develop, review, develop and implement the Society's strategy for special events, aimed at providing engagement, cultivation and stewardship opportunities for high net worth individuals, corporate supporters and their networks, in line with the Society's overall strategy
- Review and develop, through improvement and innovation, the Society's offerings to high net worth individuals
- Seek continuous improvements to the quality and output of the MS Society's special events programme, taking account of strategic decisions; the requirements of our funders, trends in funding and best practice
- Innovate new event ideas to engage new supporters and meet the needs of the Appeal Board
- To be personally responsible for managing a series of 'best in class' events which attract supporters at the highest levels
- Promote diversity and inclusion through ensuring events are appropriate for people with and affected by MS
- Manage and respond to complaints in line with the Society's policies and procedures and reviewing practice
- Support fundraisers to deliver income from high net worth audiences and activities at or above the agreed budget level from activities within the Philanthropy and Partnership and Appeal strategies
- To liaise with the Corporate Partnerships Team to identify and develop sponsorship and advertising opportunities for Special Events, securing revenue in order to help offset costs.

- Identify routes to recognise, engage and support senior volunteers, their networks and friends

1c. Work alongside individual supporters and volunteer committees to raise income 25%

- Liaise with senior volunteers, supporters and others to build committees and deliver fantastic events which generate substantial income and build relationships with new and existing donors
- Establish personal relationships with key influencers, Trustees, Appeal Board and volunteers
- Manage the effectiveness of volunteer committees to deliver high quality events
- To recruit, brief and manage event day volunteers

2. Financial Management 5%

- Accountable for the efficient management of expenditure relating to events, including supporting the Head of Philanthropy and Special Events in effective budget preparation, planning, monitoring and review
- Monitor income relating to special events
- Ensure effective financial and resource management and identify as much pro bono support as possible.
- Review Management accounts and reforecast

3. Management and Team work 10%

- Manage an Officer.
- Managing performance and development, through regular feedback, supervision, supporting learning and the Performance development review process.
- Recruiting and inducting new staff.
- Developing and maintaining effective working relationships across the team, department, directorate and Society.
- Contribute to the work of the broader fundraising team
- Develop and maintain effective working relationships across the department, directorate and Society.

4. Monitoring and Reporting on Performance 5%

- Support the Head of Philanthropy and Special Events to analyse and evaluate the team's performance information, monitoring and reporting against objectives, outcomes and KPIs
- Accountable for the analysis and evaluation of each special event and the annual programme
- Ensuring action is taken in a timely manner if necessary to enable corrective action to be taken

General

- Compliance with MS Society's governance procedures, policies and guidelines.
- Contribute to a positive working environment in which equality and diversity are valued and staff are enabled to do their best.
- Acting as project manager as required and contributing to relevant programmes and projects
- Providing advice to the Head of Philanthropy and Partnerships and the Executive Director of Engagement and Income Generation on matters relating to your service areas

Other Duties

- To be on duty at all Special Events
- 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 Special Events Manager

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

- A levels/equivalent qualification or
- Relevant professional experience, which demonstrates equivalent academic skills
- Evidence of continuous professional development.

Experience

Essential

- Extensive experience of managing high quality a special events, targeting high net worth donors
- Experience of managing volunteer committees and engaging high net worth individuals in delivering events
- Experience of working within a philanthropy team and working closely with colleagues to support their donor engagement work.
- Experience of developing, communicating and implementing business plans
- Proven planning and project management experience to control effective use of resources
- Demonstrable experience of applying effective problem solving techniques when the situation demands
- Experience of financial and budgetary management

Desirable

- Personal experience of managing major donor relationships

Knowledge and skills

Essential

- Thorough and detailed knowledge of all aspects of running high-quality events
- The ability to manage change effectively
- Experience of developing new ideas and introducing innovation in special event planning and delivery
- The ability to focus on impact and deliver outstanding results in a team environment
- Demonstrable commitment to collaborative team work
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity
- Excellent interpersonal skills, and able to influence/persuade a wide range of stakeholders
- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences
- Excellent organisational and workload management skills
- IT skills, CRM databases, ideally Raiser's Edge, and event management systems

Employment terms

Grade: Band F, Level 2

Signed by postholder

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