

Job Description – Senior Individual Giving Officer - Development



This job description serves to illustrate the type and scope of what is required for the post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or level of responsibility entailed.

Section 1 - Job Details

Job title	Senior Individual Giving Officer - Development
Directorate area	Engagement and Income Generation
Department/Team (if applicable)	Individual Giving
Reports to	Individual Giving Manager - Development
Direct reports	N/A
Job Location	Office based in London with flexibility to work remotely
Contracted hours are agreed locally with line managers	

Section 2 - Job Purpose

The generate income to help stop MS by:

- Planning and delivering multiple direct marketing campaigns and communications for the development team
- Using a variety of different channels and propositions to retain supporters and encourage repeat giving across cash, gaming and regular giving products.
- Monitoring and analysing campaigns and activities and making recommendations for improvements.

Section 3 - Key Responsibilities/Accountabilities

	Responsibility/ Activity
1	Lead on the planning and delivery of multiple income generating campaigns across Cash, Regular Giving, Lottery and Raffle. Create, plan and project manage campaigns, ensuring projects are delivered on time, to income target and to expenditure budget.
2	Responsible for producing project plans, briefs and schedules, liaising with internal and external stakeholders, to ensure all aspects of a campaign are set up ahead of start dates and all communications are on brand, meet accessibility standards, and reflect the MS Society values and mission.
3	Responsible for the monitoring and evaluation of campaigns, analysing results and proactively making recommendations to improve the overall development programme, grow income, deliver cost-efficiencies and improve supporters' experience.
4	Support the IG Manager (Development) to accurately monitor income and expenditure budgets for the development programme, including designated campaigns and activities.
5	Manage relationships with key suppliers and agencies, including creative agencies, response handling and fulfillment agencies and print agencies; reviewing contracts and providing support for supplier audits.
6	Partner with members of the IG team, as well as teams across the organisation, to ensure all aspects of campaigns and projects are fully briefed and set up correctly. This will require working closely with Data, Supporter Care, Brand and Digital teams, as well as Procurement and Finance.

7	Responsible for compliance across campaigns considering Fundraising Regulator codes, Gambling Commission requirements and GDPR regulations, and applying them to all campaigns and projects.
8	Contribute to the overall IG team plans and wider income generation and engagement activities and help create a positive working environment in which equality and diversity are valued.

Section 4 – Dimension of the role

Resources	Responsible for the management of all elements within a designated campaign including briefing and reporting, stakeholders' involvement, expenditure budget, reputation and supplier relationships.
Staff/Volunteers	Work effectively and collaboratively with staff and volunteers across the MS Society to share knowledge, offer support and deliver on cross-organisational goals.
Budget	Responsible for creating and monitoring designated campaign budgets. Supports with the setting of annual budgets, providing recommendations to optimise both expenditure and income.
Key relationships	<p>Development team and the wider IG team.</p> <p>Cross divisional collaboration with different teams across the organisation, including Digital and Content, Database and Data and Insight, Customer Services, Marketing and Brand, Research Comms, Finance and Volunteer teams to support the team's objectives.</p> <p>Working with and managing relationships with external suppliers, including but not limited to creative agencies, response handling and fulfilment agencies and print agencies</p>
ISO	Undertaking relevant actions and responsibilities according to the role assigned by the MS Society. Includes following data governance policies and processes for campaign data, following standard network protocol for the transfer of files, and the appropriate use of internal and external technology.

Section 5 – Key deliverables

	Measures of success
1	The loyalty and lifetime value of MS Society supporter is increased. Income growth generated from campaigns is both evident and sustainable with new sources of income generated from new channels/audiences.
2	New and existing campaigns are set up and managed on time and to budget to meet campaign KPIs and contribute to organisation-wide strategy.
3	Internal and external stakeholders are fully briefed, and worked is managed across the team and organisation in a collaborative way to maximise and contribute to a successful campaign.

Section 6 – Competencies and contribution

Competency	Level required (see below)	B	E	A	T
Fosters co-production	2		X		X
Open to change and innovation	2	X		X	
Sound decisions	2		X	X	
Collaborative working	3				X
Effective communication	3			X	X
Outcome focussed	3	X			X
Inclusivity	3				X
Accountability	3	X	X	X	X
Tech savvy	2	X		X	

Level	
5	Strategic – Senior management and/or strategic responsibility requiring wide advanced knowledge of organizational policies, practices and procedures across the organization or detailed theoretical, practical and procedural knowledge of a specialized area. Provides expert knowledge and insight on a range of subjects and/or groups relevant to MS and represents the MS Society externally. Translates vision, strategic aims and direction in clear terms that people can relate to and action. Makes significant and influential decisions and facilitates appropriate resources.
4	Expert/ Recognised authority – Responsible for managing significant resource (people, budget etc) associated with the function/activity. Demonstrates expert knowledge and relevant and appropriate professional leadership and influence. Colleagues consistently perform a task or activity to higher levels having an intuitive grasp of what is required to be delivered, how it impacts across other areas of activity and how it may be improved for the benefits of the MS Society. Colleagues have an in-depth understanding and focus upon building expertise, they are the go-to person and have a reputation for being knowledgeable in this area and are able to apply their existing skills and knowledge to new or emerging challenges.
3	Complex - Roles with or without line management responsibility where they are required to use knowledge gained through experience, professional or technical qualification on complex information or raw data for typically non-routine problems upon which own judgment needs to be applied without further instruction or guidance to work with others to overcome obstacles and deliver outcomes across teams/department.
2	Enhanced - Roles with or without line management responsibility but accountable for casework/ face to face service provision/ internal/external process and or people (including volunteers) e.g. first line managers of people or process. Colleagues have knowledge of requirements of a team/function, contribute to building and maintaining successful internal and external relationships and collaborate to deliver effective outcomes. Colleagues use knowledge and understanding to organise and/or manage work, tasks and processes, can solve routine issues and contribute to the development of new practices and procedures.
1	Foundation – roles make an individual contribution to the MS Society with no process or line management responsibility. Colleagues have a fundamental knowledge and understanding of what is required to carry out the role and how it connects to other roles and activities. Understand what is required to be carried out and has the competence and skills to carry out the activities.

Section 7 - Learning & Development requirements

(List L&D requirements for role)

Foundation (mandatory)	N/A
Additional internal learning/ courses required for role	All internal mandatory training to be completed within 6 months. Training on CRM and technical platforms such as DotDigital as required.
Other professional training/qualification required	N/A

Section 8 - Person specification (knowledge, experience, skills and attributes needed for the Job)

Those that are marked as essential and will be tested at application stage (A) will be used as shortlisting criteria for determining who will be invited to interview

Requirement	Essential	Desirable	Tested*
Successful track record of delivering online and offline direct marketing campaigns and the ability to apply fundraising principles gained from experience in the charity and/or fundraising sector.	X		A, I
Good organisation, prioritisation and workload management skills and an understanding of processes required when developing and running a direct marketing project or campaign. An understanding of project plans, briefing and stakeholder communications, schedules and budgets.	X		A, I, T, P
Evidence of campaign reporting and analysis to show understanding of campaign KPI targets and results.	X		A, I, (T) P
Understanding of relevant Fundraising Regulator codes, Gambling Commission requirements and GDPR regulations, safeguarding principles and ability to independently apply them to own campaigns and projects.	X		A, I, P
Excellent written and verbal communication skills with the ability to communicate effectively in a wide range of media to a variety of audiences.	X		A, I, T

*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1's and PDR)

Section 9 – Additional Information and Requirements

Confidentiality	Ensure that essential information of a sensitive and/or personal nature is not disclosed to, or discussed with, inappropriate persons and that all information is maintained in accordance with the GDPR and other related legislation/requirements.
Equality, diversity and inclusion	<p>Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and inclusion policies and practices.</p> <p>As a charity whose primary focus is to support and improve outcomes for those with a disability, we expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by those with disabilities whilst working with us.</p>

Health & safety	Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.
Safeguarding	MS Society are committed to recruiting with care and to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Background checks and Disclosed Barring Service checks will not be required for this role.
Digital, data and Technology	Competently utilise technology to perform the role including internet-based voice and video calls, Microsoft Office applications, the MS Society intranet, human resource and finance systems, case management system software and other bespoke MS Society software and applications.
Key contacts/relationships	Maintain and promote positive internal and external relationships.
Unusual specific physical/mental demands associated with the role	N/A
Travel requirements	Some ad hoc travel may be required to attend photo shoots, meet with supporters or for in-person/team meetings and activities.
Unsocial hours	Occasional out of hours working and or travel. TOIL can be claimed, as per MS Society's TOIL policy.

Last updated: 06 January 2025