



## Senior Individual Giving Manager (Development) job description

This job description gives an overview of the kind of work and level of responsibility expected for this role. It's not a complete list of all tasks, and duties may change occasionally. But the overall nature of the job and the level of responsibility will stay the same.

### Section 1 - Job details

Job title	Senior Individual Giving Manager (Development)
Directorate	Engagement and Income Generation
Department or team (if applicable)	Individual Giving
Reports to	Head of Individual Giving and Legacies
Direct reports	2 x Senior Individual Giving Officer Individual Giving Officer
Job location	London office with flexibility to work remotely
<b>Contracted hours are agreed locally with line managers</b>	

### Section 2 - Job purpose

Lead the strategic development of the MS Society's development programme, putting supporters at the heart of everything we do to ensure we build long-lasting relationships.

Oversee the full end-to-end operational delivery of a varied direct marketing programme to retain supporters and grow income.

As a member of the individual giving senior management team, contribute to the wider strategy to meet engagement and income generation objectives.

### Section 3 - Key responsibilities and accountabilities

	One line description of responsibility or accountability
1	Lead the planning and delivery of a multi-year business plan that will raise income and retain donors to agreed targets. Responsible for development activities across Cash, Regular Giving, Gaming and In Memory giving.
2	Responsible for planning and allocating work, monitoring achievement of deadlines and directing and supporting team members as appropriate to ensure all communications are on brand, meet accessibility standards, and reflect the MS Society values and mission.
3	Accountable for the analysis and evaluation of IG development activity, including monitoring and reporting against objectives and KPIs.
4	Accountable for the efficient management of development income and expenditure including supporting the Head of Individual Giving in effective budget preparation, planning, monitoring and review.
5	Hold key suppliers and agencies to account on delivery against agreed contracts, negotiating costs and services. This includes, but is not limited to, creative agencies, gaming suppliers, Professional Fundraising Organisations, and design and print agencies.
6	Ensure appropriate management, recruitment, retention, development and appraisal of staff in accordance with the standards set out in the Human Resources policies and procedures.
7	Partner with members of the Individual Giving team, as well as teams across the charity, to enable delivery of IG activities and projects, and to maximise cross-sell opportunities.
8	Responsible for compliance across campaigns considering Fundraising Regulator codes, Gambling Commission requirements and GDPR regulations applying them to all campaigns and projects.
9	Contribute to a positive working environment in which equality and diversity are valued and members of staff are enabled to do their best.

## Section 4 – Dimension of the role

Resources	Responsible for effective financial and resource management across the IG development function.
Staff or volunteers	Three direct line reports.  Work effectively and collaboratively with the IG team and colleagues within the wider directorate and volunteering community to share knowledge, offer support and deliver on cross-organisational goals.
Budget	Accountable for the efficient management of development income and expenditure.
Key relationships	Development team and the wider IG team.  Cross divisional collaboration with different teams across the organisation, including Digital, Data, Customer Services, Marketing and Brand, Research Comms, Finance and Volunteer teams to support the team's objectives.  Working with and managing relationships with external suppliers.
Information security and data governance	Responsibility for 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	Strong retention of MS Society supporters. Income growth generated from campaigns is evident. Supporters are at the heart of plans and communications.
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 work is managed across the team and organisation in a collaborative way to maximise and contribute to a successful IG and legacies programme.
4	Strong leadership and people management, ensuring a happy and high-performing team.

## Section 6 – Competencies

Competency	Level required (see below)	B	E	A	T
Fosters co-production	3		X		X
Open to change and innovation	4	X		X	
Sound decisions	4		X	X	
Collaborative working	4				X
Effective communication	3			X	X
Outcome focussed	3	X			X
Inclusivity	3				X
Accountability	4	X	X	X	X
Tech savvy	3	X		X	

Level	Description
5	<p><b>Strategic</b> Has a broad and advanced understanding of the organisation’s policies, procedures, and how things work across the MS Society, or has deep expert knowledge in a specific area. Shares expert advice on topics related to MS and represents the MS Society in public or external settings. Clearly explains the organisation’s vision and strategy in a way that others can understand and act on. Makes important decisions that have a big impact and ensures the right resources are in place to support them.</p>
4	<p><b>Expert or recognised authority</b> Shows expert knowledge and strong leadership, influencing others in a positive way. Colleagues regularly perform tasks at a high level, instinctively understanding what needs to be done, how it affects other areas, and how it can be improved for the MS Society's benefit. They have deep expertise and focus on developing their skills. They're the go-to person for advice and are known for their knowledge, using their experience to tackle new challenges. They are responsible for managing significant resources, like people and budgets, related to their work.</p>
3	<p><b>Complex</b> These roles may or may not involve managing others, but they require using experience or professional knowledge to handle complex information or raw data. The work often involves solving unusual problems by using your own judgment, without needing instructions. You'll also need to work with others to overcome challenges and achieve results across different teams or departments.</p>
2	<p><b>Enhanced</b> These roles may or may not involve managing people, but they are responsible for handling cases and providing face-to-face services. Or managing internal or external processes and people (including volunteers). People in these roles understand how their team or function works, help build good relationships inside and outside the organisation, and work together to achieve results. They use their knowledge to organise and manage tasks and processes, solve everyday problems, and help improve the way things are done..</p>
1	<p><b>Foundation</b> People in these roles contribute to the MS Society without any responsibility for managing processes or people. People in these roles understand what's needed for their job and how it fits with other roles and tasks. They know what needs to be done and have the skills and ability to complete those tasks.</p>

## Section 7 - Qualifications and training

Qualification or equivalent	
Internal training	All internal mandatory training to be completed within 6 months. Training on CRM and technical platforms such as DotDigital as required.
Other professional training or qualifications	

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

Essential requirements will be tested at application stage (A) and used as shortlisting criteria for deciding who will be invited to interview. There should be no more than 7 essential shortlisting criteria.

Requirement	Essential	Desirable	Tested*
Significant experience of generating income and retaining supporters by leading a varied direct marketing programme, preferably in a fundraising environment.	X		AI
A proven track record of success in leading and managing a team to deliver high quality results to deadlines.	X		AI
Advanced budgeting skills, including budget setting, forecasting, analysis and reporting.	X		AIT
Extensive experience of working with a variety of internal and external stakeholders to successfully deliver shared goals. This includes the ability to negotiate with suppliers.	X		AI
Excellent organisation, prioritisation and workload management skills.	X		AIP
Excellent written and verbal communication skills with the ability to communicate effectively in a wide range of media to a variety of audiences.	X		AIT
Detailed understanding of relevant Fundraising Regulator codes, Gambling Commission requirements and GDPR regulations, and ability to independently apply them to the development strategy.	X		AI

\*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1s and PDR)

## Section 9 – Other information and requirements

Confidentiality	Make sure sensitive or personal information is kept private and only shared with the right people. All information must be handled according to GDPR and other relevant laws and rules.
Equality, diversity and inclusion	Make sure all your work supports our commitment to equality, diversity, and inclusion. As a charity focused on helping disabled people, we expect everyone to be open-minded and creative in finding and removing any barriers that might affect disabled people, including colleagues, who work with us.
Health and safety	Help create a safe working environment by following all health and safety rules and completing any required training.
Safeguarding	We're committed to safe and responsible recruitment. We aim to protect the wellbeing of children, young people, and vulnerable adults, and we expect all staff and volunteers to support this. Background checks and Disclosure and Barring Service checks <b>will not</b> be required for this role.
Digital, data and Technology	Use technology confidently to do your job, including internet voice and video calls, Microsoft Office, the MS Society intranet, HR and finance systems, case management software, and other MS Society tools and apps.
Unusual specific physical or mental demands associated with the role	N/A
Travel requirements	Occasional out of hours working and or travel. TOIL can be claimed, as per MS Society's TOIL policy.
Unsocial hours	N/A

**Last updated May 2025**