



Senior Individual Giving Officer (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 Officer (Development)
Directorate	Income and Engagement
Department or team (if applicable)	Individual Giving
Reports to	Individual Giving Manager - Development
Direct reports	N/A
Job location	London office with flexibility to work remotely
Contracted hours are agreed locally with line managers	

Section 2 - Job purpose

- To generate much-needed 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 and accountabilities

	One line description of responsibility or accountability
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 or 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>
Information security and data governance	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

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	Description
5	<p>Strategic 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>Expert or recognised authority 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>Complex 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>Enhanced 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>Foundation 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	N/A
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	N/A

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.

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

*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	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	Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and inclusion policies and practices. 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.
Health and 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.
Unusual specific physical or mental demands associated with the role	Maintain and promote positive internal and external relationships.
Travel requirements	N/A
Unsocial hours	Some ad hoc travel may be required to attend photo shoots, meet with supporters or for in-person/team meetings and activities.

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