Job Description

This job description serves to illustrate the type and scope of what is required for the above 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 the level of responsibility entailed.

Section 1 - Job Details

Job title	**Community Fundraiser**
Directorate area	**Engagement & Income Generation**
Department/Team (if applicable)	**Community, Events and Retail Fundraising**
Reports to	**Community Fundraising Manager**
Direct reports	None
Job Location	**Home Based**
Contracted hours are agreed locally with line managers	

Section 2 - Job Purpose

Develop and implement local fundraising strategies and campaigns to secure funding from supporters and community partners, generate income, meet ambitious targets, and grow our fundraising supporter base.

To identify new funding opportunities, developing relationships with current and potential supporters, through community engagement including community businesses and foundations. This includes proactively approaching both established and prospective donors within the region to raise income and awareness of the organization's goals.

To focus on building a robust and sustainable fundraising pipeline by nurturing long-term partnerships with supporters, ensuring excellent stewardship, and maintaining effective communication.

To contribute to the overall implementation and delivery of the Community, Events, and Retail team strategy, objectives and goals.

Section 3 - Key Responsibilities/Accountabilities

(Normally between 4 and 10)

	Responsibility/ Activity
1	*Implement and Meet Financial Targets*: Responsible for the delivery of the Community Fundraising business plan for region, ensuring the achievement of regional financial targets through fundraising initiatives and community engagement.
2	*Develop Fundraising Opportunities*: Research, identify, and develop new fundraising opportunities through active community engagement to include individuals, businesses, trusts and foundations, community groups and wider networks to increase income and build a sustainable support base and strong pipeline.
3	*Delivery and Monitoring of Fundraising Strategy:* Support the Community Fundraising Manager in developing, monitoring and reviewing fundraising plans, activities and budgets and creating reports to ensure regional income targets are met and activities are cost-effective.
4	*Collaborative Engagement:* Work closely with the Community Fundraising, Community Events, and Retail teams to coordinate fundraising activity and community engagement, to contribute to successful achievement of C&E team goals and strategy.
5	*Stewardship and Relationship Management*: Build and sustain strong relationships with existing and potential supporters, including high value donors providing high-quality stewardship to ensure sustainable long-term engagement and support for the organisation's fundraising goals.
6	*Volunteer Recruitment and Management:* Recruit, train, and manage volunteers to support fundraising activities and community engagement ensuring they are supported and valued to build a sustainable team of volunteers in the region.
7	*Fundraising & Product Delivery:* Work collaboratively across internal teams and with external partners to plan, deliver, and promote community fundraising events and products, ensuring effective implementation, recruitment and contribution to income and engagement targets.
8	*Governance and Best Practice:* Responsible for ensuring fundraising activities and plans comply with relevant legislation, internal and external policies and fundraising best practice.

Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of MS Society equipment and fundraising assets within scope of role
Staff/Volunteers	Collaboration with internal teams and staff to promote all aspects of the organisation. Volunteer management of regional Stop MS Champions and MS Society volunteers
Budget	Responsible for agreed individual income goal, contributing toward team target of £2M
Key relationships	Internal • Members of the Community, Events and Retail Fundraising Team • Colleagues and volunteers across the Engagement and Income Generation Directorate and specifically Marketing and Communication functions

	• Digital Team • Volunteering Team • Customer Service Team • Press, PR and Celebrity Team • Regional and Community Development Officers External • Fundraising supporters • Fundraising volunteers • Third party Suppliers and event organisers • Local funding organisation such as grant makers and community Trusts • Companies and community organisations at local and national level • MS Society National Council members • MS Society Regional Groups • Peers across the charity sector

Section 5 – Key deliverables

	Measures of success
1	Income Generated – Progress against agreed individual financial goals for all fundraising products
2	Engagement – evidence of increased fundraiser supporter engagement either by new engagement or retention
3	EDI – Increased accessibility of fundraising activity for supporters
4	Collaboration – demonstrate collaborative working with internal MS Society teams such as Regional Development Officers
5	Supporter Stewardship – Demonstrate a high level of satisfaction from supporters
6	Promote and recruit participants for MS Society Community Events to meet individual and team targets

Section 6 - Competencies

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

Level	
5	**Strategic –** 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** – 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. Has responsibility for managing significant resource (people, budget etc) associated with the function/activity.
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)	**None**
Additional internal learning/ courses required for role	**GDPR, Safeguarding, Health and Safety**
Other professional training/qualification required	

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

Requirement	Essential	Desirable	Tested*
Proven income generation skills to achieve financial targets through fundraising or comparable income generations methods such as sales.	X		AI
Experience in identifying, securing, and developing income generation opportunities and building sustainable relationships with donors, supporters suppliers or customers.	X		AIP
Experience in identifying and writing successful proposals and bids to secure funding/contracts from businesses, trusts and foundations.		X	AI

Ability to work on own initiative to lead and manage workplans, activities and events to meet targets through independent work.	X		AI
Experience in volunteer recruitment and management and building long term sustainable relationships.		X	AI
Ability and understanding of how to meet and report on financial targets and contribute to the broader fundraising/ organisational strategy and financial objectives in line with internal and external policy and legislation.		X	AIP
Ability to work collaboratively, engaging with internal and external individuals and teams to reach fundraising targets.	X		AI
Driving Licence	X		A

*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	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 & 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	See Section 4
Unusual specific	None

physical/mental demands associated with the role	
Travel requirements	Regular travel within Scotland to deliver and support fundraising activity and to develop and build relationships with supporters, volunteers, colleagues, donors and MS Society groups. Occasional travel across the UK for tam meetings and to support the delivery of MS Society activities.
Unsocial hours	This role will require some evenings and weekends.

Last updated 09/12/2024