



## Job Description - Community Fundraising Lead

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

<b>Job title</b>	Community Fundraising Lead
<b>Directorate area</b>	Engagement and Income Generation
<b>Department/Team</b>	Community and Events Fundraising
<b>Reports to</b>	Head of Community and Events Fundraising
<b>Direct reports</b>	Community Fundraising Manager
<b>Job Location</b>	Office-based from one of our national offices (London, Cardiff, Belfast, or Edinburgh) with flexibility to work remotely
Contracted hours are agreed locally with line managers	

### Section 2 - Job Purpose

To manage the operational delivery of the UK Community Fundraising team to deliver agreed income targets.

To ensure that all of our fundraisers and volunteers receive an exceptional supporter experience.

As a member of the Community and Events senior fundraising management team identify, influence and develop the Society's local fundraising portfolio to meet our engagement and income objectives.

### Section 3 - Key Responsibilities/Accountabilities

	Responsibility/ Activity
1	Responsible for developing, leading and delivering the operational UK Community Fundraising multi-year business plan and maintaining strategic oversight of the Community Fundraising activity portfolio.
2	Responsible for operational leadership of the UK Community Fundraising team, ensuring it has the necessary skills, knowledge and resources to achieve its goals.
3	Responsible for the UK Community Fundraising income and expenditure budgets. Work with internal colleagues to effectively reforecast revenue and expenditure. Set clear and ambitious stretch goals for the team.
4	Work extensively with internal and external partners and suppliers. Lead on tenders to identify, negotiate, procure and implement new services and systems to optimise our supporters fundraising experience.
5	Own relationships with key strategic supporters in order to secure long term fundraising growth, including high value, corporate and trusts.
6	Responsible for keeping up to date on the external fundraising environment through networking with sector colleagues, consultants and fundraising partners. Develop investment cases in new and diverse income streams.
7	Responsible for identifying and managing risk within the Community Fundraising portfolio and working with the wider C and E management team to reflect this in the team and department Risk Register.
8	Acting as a point of escalation for complex problems arising from activities in the team, requiring more experienced judgement.
9	Responsible for representing Community and Events Fundraising on key cross organisation projects to deliver shared goals. Work extensively with internal stakeholders to promote and enable a positive culture of engagement from colleagues, volunteers, people affected by MS.

### Section 4 – Dimension of the role

Staff/Volunteers	9 staff (3 direct line reports) dispersed across the UK
Budget	Responsible for managing income goal of circa £2M and expenditure budget of £630,000
Key relationships	<p>Internal:</p> <ul style="list-style-type: none"> <li>Head of Community Networks</li> <li>Country Directors in Scotland, Wales and Northern Ireland</li> <li>Engagement and Income Generation colleagues, working to a common engagement and income goal</li> <li>Press, PR and Celebrity team</li> <li>Local key volunteers</li> </ul> <p>The role also requires extensive networking with external stakeholders, including:</p> <ul style="list-style-type: none"> <li>Key donors and supporters</li> <li>High level representatives of companies and other organisations to forge and maintain strategic partnerships</li> <li>Funding bodies and trusts</li> <li>MS Society Trustees and our National Councils</li> <li>Other peers across the charity sector to understand trends and</li> </ul>

	best practice
ISO	Responsibility for undertaking relevant actions and responsibilities according to the role assigned within ISO

## Section 5 – Key deliverables

	Measures of success
1	Income generated – progress against agreed team financial goals
2	Engagement – evidence of increased fundraiser supporter engagement, either by new acquisition or retention
3	Optimisation – evidence of improved fundraising performance through efficiencies and resource allocation
4	EDI – increased diversity of fundraising supporters
5	Supporter experience – demonstrating a high level of satisfaction from those taking part in Community Fundraising activities

## Section 6 - Competencies

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

Level	
5	<b>Strategic</b> – 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	<b>Expert/ Recognised authority</b> – 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	<b>Complex</b> - 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	<b>Enhanced</b> - 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.

<b>1</b>	<p><b>Foundation</b> – 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.</p>
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## Section 7 - Learning & Development requirements

<b>Foundation (mandatory)</b>	None
<b>Additional internal learning/ courses required for role</b>	GDPR, Safer Recruitment, Health and Safety
<b>Other professional training/qualification required</b>	

## 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.*

*There should be no more than 7 shortlisting criteria.*

Requirement	Essential	Desirable	Tested*
Proven experience of developing and implementing complex business plans, preparing proposals and managing activities including risk and effective use of resources.	X		AIP
Advanced budgeting skills, including budget setting, forecasting, analysis and reporting.	X		AIP
Evidence of ability to undertake complex negotiations in both partner and supplier relationships to deliver success.		X	IP
A proven track record of success in leading and managing a team of comparable size and complexity, to deliver high quality results to deadlines.	X		AIP
Extensive experience of working with a variety of stakeholders to successfully deliver shared goals.	X		AI
Demonstrable experience of applying effective problem solving techniques when the situation demands.		X	I
Experience of delivering fundraising training.		X	P
The ability to manage change effectively.		X	P
Evidence of up-to-date knowledge of best practice and new initiatives concerning fundraising from local community activities and events.		X	I

Knowledge and understanding of the motivations and needs of fundraisers when taking part in events or community activities.		X	IP
Detailed knowledge of the regulatory environment for fundraising from individuals including data protection, Gift Aid, Health and Safety and Fundraising Code of Practice		X	P
Knowledge of how to engage and steward trusts and companies.		X	IP
The ability to focus on impact and deliver outstanding results in a team environment.	X		AIP
Demonstrable commitment to collaborative team work.	X		AI
Excellent interpersonal, written and verbal communication skills, and able to influence and persuade a wide range of stakeholders.	X		AI
Excellent organisational and workload management skills.		X	IP
IT skills, in particular Microsoft Office suite of programmes and CRM's.		X	P
Understanding of the issues facing organisations that work with people affected by a health condition, and those who know them.		X	I

\*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

<b>Confidentiality</b>	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 and requirements.
<b>Equality, diversity and inclusion</b>	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.
<b>Health and safety</b>	Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.

<b>Safeguarding</b>	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.
<b>Digital, data and Technology</b>	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.
<b>Key contacts and relationships</b>	Covered in Section 4
<b>Unusual specific physical or mental demands associated with the role</b>	None
<b>Travel requirements</b>	To be prepared to travel to events and meetings across the UK.
<b>Unsocial hours</b>	The role does require some evenings, overnight stays and weekends.

**Last updated 09/09/2024**