



**Job title:** Fundraising Executive Team Lead

**Location:** Office based in London with flexibility to work remotely

**Reports to:** Products and Marketing Manager

### **Introduction to multiple sclerosis and the MS Society**

In the UK around 1 in 400 of us has MS. That's over 150,000 people.

It's unpredictable, and different for everyone. It's often painful and exhausting, and can cause problems with how we walk, move, see, think and feel. But it doesn't have to be this way.

We're the MS Society – a community of people living with MS, scientists, campaigners, volunteers and fundraisers. We understand what life's like with MS, and we support each other through the highs, lows and everything in between. And we're driving research into more – and better – treatments for everyone. Together, we are strong enough to stop MS.

### **Purpose**

To be the day to day team leader of 3 Fundraising Executives

To contribute to the overall implementation of the Community & Events Fundraising team's objectives by the provision of excellent customer care which builds strong engagement long-term engagement long-term with our supporters.

To ensure supporter journey and other supporter processes are delivered consistently, are regularly reviewed and work effectively.

To support with the delivery of a portfolio of events and community fundraising activities.

### **Key relationships:**

#### Internal

The post holder works closely with:

- The Community & Events Fundraising team at Carriage House
- Fundraising team members throughout the UK, with particular reference to Senior Community Fundraisers, Community Fundraisers and Event Managers
- Central Admin and Supporter care and the Data Team to ensure excellent customer care, data capture and financial processing
- Shop Team to support delivery of events and community fundraising activities

- Volunteering Team and individual Volunteers

**External**

The post holder works closely with:

- Supporters
- Volunteers
- External suppliers and agencies, including MS Society’s warehousing and fulfilment

**Our values**

We expect everyone who works with us to model and promote our values:

**Bold**

We are brave and innovative. We’re not afraid to take risks and speak out, even when it is not easy. We are pioneering and dynamic in our approach to achieving our goals. We will campaign and push boundaries, and will not give up until we have beaten MS.

**Expert**

People with MS are experts in their own condition. We bring together their own experience and knowledge, along with that of staff, volunteers and professionals, and the best available evidence, to improve the lives of people affected by MS.

**Ambitious**

We do not accept the status quo. We set high standards and work hard to reach them, driving real change. We push the boundaries and are positive about beating MS.

**Together**

We achieve success by working with the whole MS community. We are collaborative and inclusive in our approach to succeed in delivering our goals. Everything we do shows we support and care about each other.

**Detailed Responsibilities**

**1. Business plan implementation 80% total of all items below 1a, 1b etc**

- Planning work to ensure we meet our deadlines.
- Focussing work to deliver the team’s business plan and contribute to the achievement of our strategic aims and priorities.
- Contributing to a clear focus on driving improvements in quality, impact and performance.
- Leading and developing new systems and processes that help embed a positive culture of change within the C&E team

**1a Fundraising and project support to the Community and Events team 40%**

- Act as team leader to three Fundraising Executives and day to day management of team responsibilities, allocation of workload and cover.
- Lead the development and maintenance of administrative procedures and processes to enable the teams to function effectively including leading workshop to train the wider team
- Be responsible for ensuring that importing key data to CRM occurs. Ensure all supporter data is logged accurately on CRM. Assist with amendments and data cleaning as required. Monitor income coding and ensure accurate

record keeping.

- Provide support to wider team members with key events, as requested.
- Monitor and maintain department stock levels of fundraising and support materials.
- Attend events and assist with activities on the day as directed, including set up and break down, preparation of event materials, and assisting volunteers/fundraisers
- Problem solving: Trouble shoot, horizon scan and respond to practical challenge as they arise

### **1b Excellent customer care and stewardship 35%**

- Act as a first point of contact for all community & events enquiries via telephone, email, and post
- Manage team inboxes and social media comments using appropriate software
- Deliver consistent stewardship plans in a timely manner for supporters, across email, social media, phone, text and mail, ensuring excellent customer care which inspires loyalty.
- Represent the charity at fundraising and other events, as agreed with line manager.
- Respond to general enquiries regarding the community and events programme in a timely fashion.
- Respond to and deal with supporter complaints both online and over the phone as appropriate

### **1c Developing and maintaining familiarity with MS Society activities 5%**

- Build an understanding of MS, the treatments available and progress made in the areas of care and research.
- Keep up to date with the MS Society campaigns, services, research and other activities.
- Provide information and advice regarding the community and events fundraising programme to colleagues in other teams, as requested.

## **2. People management 15%**

- Day to day line management of three Community & Events Fundraising Executives
- Set agreed activity and KPIs and monitor
- Lead the recruitment and induction of new staff and volunteer support (including temporary staff at busy periods)
- Leading team meeting and representing the FE team at internal meetings

- Monitoring quality assurance and customer satisfaction

### 3. Team work 5%

- Contribute to the work of the broader team.
- Developing and maintaining effective working relationships across the department, directorate and organisation as a whole.

### General

- Compliance with our governance procedures, policies and procedures.
- Contribute to a positive working environment in which equality and diversity are valued and members of staff are enabled to do their best.
- Responsible for the effective use of financial and other resources.

### Other duties

- To be prepared to travel to meetings across the UK and be away from home overnight, as the job reasonably demands.
- To undertake any other works as could be expected of a Fundraising Executive Team Lead

### Person specification

In addition to demonstrating our core MS Society competencies that are listed at the end of this job description, the role requires knowledge and skills in the areas of:

### Qualifications

#### Essential

- A levels/equivalent qualification or
- Relevant professional experience, which demonstrates equivalent academic skills.
- Evidence of continuous professional development.

### Experience

#### Essential

- Proven record of working in a customer service or supporter care environment or similar
- Leading and managing small projects

#### Desirable

- Line management of staff, including development and performance management

### Knowledge and skills

#### Essential

- Demonstrable commitment to collaborative team work.
- Team management or similar team leader skills.
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.
- Excellent interpersonal skills, and able to influence/persuade a wide range of stakeholders. Able to effectively engage with others, understand what motivates them and respond appropriately
- Excellent written communication skills and a high level of numeracy
- Excellent verbal communication skills, able to deliver supporter journey via the telephone or other technology
- Comprehensive understanding of best practice in customer service, stewardship and supporter care
- Good organisational and workload management skills.
- Flexibility and willingness to expand the role as the job requires

- Natural problem solver with the ability to prioritise and manage multiple tasks
- Strong IT skills, in particular Microsoft Excel, Word and experience of using and integrating CRM databases

**Desirable**

- Competent in use of Raiser’s Edge or similar database
- Comprehensive understanding of the principle and methods of community and events based fundraising
- Broad understanding of the not for profit sector
- Excellent negotiation skills

**Employment terms**

**Grade: Band F, Level 1**

**Signed by post holder** **Date**

**Signed by Executive Director** **Date**



## MS SOCIETY JOB DESCRIPTION

### MS Society Core Competencies

June 2020

Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
<b>Fosters co-production</b>	<p><b>Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions.</b></p> <p><b>As a team manager, supports individuals to deepen their knowledge and understanding of the MS Community, sharing their own experience and examples of doing so.</b></p>	<b>Together</b>  <b>Expert</b>
<b>Open to change and innovation</b>	<p><b>Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure.</b></p> <p><b>As a team manager, supports and motivates team to try new things, pursue innovation that leads to better organisational outcomes, and share lessons from failures.</b></p>	<b>Bold</b>  <b>Ambitious</b>
<b>Sound decisions</b>	<p><b>Makes timely decisions with appropriate information, balancing evidence and insight with appropriate risk assessment and action.</b></p> <p><b>As a team manager, makes and acts upon clear, transparent and timely decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.</b></p>	<b>Ambitious</b>  <b>Expert</b>

<b>Collaborative working</b>	<p><b>Invests time and energy to establish trust and build positive working relationships with individuals and teams across the organisation.</b></p> <p><b>As a team manager, actively enables learning and working as a team, supporting the work of other teams and creating opportunities for cross organisational working.</b></p>	<b>Together</b>
<b>Effective Communication</b>	<p><b>Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate.</b></p> <p><b>As a team manager, engages team through seeking feedback, listening and responding to different viewpoints while ensuring everyone is clear about key messages, role expectations and organisational goals.</b></p>	<b>Together</b> <b>Expert</b>
<b>Outcome focussed</b>	<p><b>Focuses on impact and the priorities, resources and deliverables needed to achieve desired outcomes.</b></p> <p><b>As a team manager, maintains focus on successful outcomes rather than hours worked, empowering and trusting people to be responsible and accountable for their work.</b></p>	<b>Bold</b> <b>Together</b>
<b>Inclusivity</b>	<p><b>Treats people fairly and respectfully regardless of background, role or status, seeking to understand and incorporate different values and viewpoints into decisions and work.</b></p> <p><b>As a team manager, promotes an inclusive culture that recognises and values what each individual brings to the team, ensuring reasonable adjustments are put in place to support this.</b></p>	<b>Together</b>

<b>Accountability</b>	<p><b>Takes responsibility for work and personal actions; delivers on commitments, indicating where work is behind and help is needed, and acknowledges and learns from mistakes.</b></p> <p><b>As a team manager, sets and communicates clear expectations for self and others, speaks up and appropriately challenges when things aren't working and addresses problems quickly and transparently.</b></p>	<b>Bold</b> <b>Expert</b> <b>Ambitious</b> <b>Together</b>
<b>Tech Savvy</b>	<p><b>Embraces rapidly changing technology solutions, and understands how technology improves delivery of goals and drives efficiency and effectiveness.</b></p> <p><b>As a team manager, creates opportunities to explore and learn about the changing technology environment, apply learning and champion digital innovation.</b></p>	<b>Bold</b> <b>Ambitious</b>