



## Job Description: Virtual Communities Manager

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 vary 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>	Virtual Communities Manager
<b>Directorate</b>	Services and Support
<b>Department/Team (if applicable)</b>	Service Delivery
<b>Reports to</b>	Head of National Services
<b>Direct reports</b>	Peer Support Officer Virtual Communities Officer
<b>Base location of job</b>	Office based in London with flexibility to work remotely
<b>Contracted hours are agreed locally with line managers</b>	

### Section 2 - Job Purpose

You will oversee the delivery, growth, and development, of the MS Society's virtual communities. This includes peer support services and services that support people to manage life with MS You will lead the Virtual Communities team to ensure that delivery is safe, accessible, and high quality.

You will aim to expand the reach and impact of these services and ensure they reflect the needs and experiences of people affected by MS, including friends, families and carers. You will ensure that community-led principles and evidence-based continuous improvement are embedded throughout. As a manager, you will create a supportive team culture that enables staff and volunteers to thrive.

### Section 3 - Key Responsibilities/Accountabilities

	Responsibility/ Accountability
1	<b>Strategic Support:</b> Advocate for the expansion and inclusion of virtual community services as part of the MS Society's support offer. Ensure these services deliver outcomes that contribute to the Department and wider organisation's strategic objectives and KPIs.
2	<b>Operational Support:</b> Support with wider department leadership as needed, including operational and financial planning, monitoring and reporting.
3	<b>People Management:</b> Manage, motivate and develop a team of Officers. Embed wellness practices, as appropriate. Provide cover for peer support services and services that support people to manage life with MS when there are absences in the immediate team.
4	<b>Service Development:</b> Aim to grow the MS Society's virtual community services. Balance this ambition with the need for these services to be authentically community-led and owned. Continuously improve these services through coproduction with the MS Community, and ensure they are accessible.
5	<b>Data collection:</b> Ensure effective, consistent data collection across virtual community services. Use data to describe the impact of these services and generate insights for continuous improvement. Aim to improve the way in which data is collected and used.
6	<b>Collaboration:</b> Work with Services & Support colleagues to join-up service delivery. Integrate peer support and services that support people to manage life with MS into our wider services offer.
7	<b>Innovation:</b> Contribute to horizon-scanning for trends in peer and virtual community services. Ensure that learning from the team's data collection and analysis is shared with colleagues in Service Development and collaborate with them to explore relevant service innovations.
8	<b>Delivery:</b> Ensure quality of delivery aligns with evidence-based best practices and support the ongoing improvement of systems, processes and tools used in self-management and peer support service delivery.
9	<b>Promotion:</b> Work with the Services Engagement & Comms team to promote peer-led services across all relevant channels.
10	<b>Health and Safety and Safeguarding:</b> Ensure a proactive culture of health, safety and safeguarding where concerns are managed appropriately and escalated in line with organisational policy and procedure.

#### Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of assets within the scope of the role.
Staff/Volunteers	Responsible for a team of staff, volunteers and professional collaborators, as required.
Budget	None; tracking budget spend and raising PO numbers as required.
Key relationships	<p>Service Delivery teams, especially the Hub team</p> <p>External collaborators</p> <p>People affected by MS involved in the delivery and development of virtual community services</p> <p>Self-Management and Peer Services</p> <p>Services and Support Delivery, Engagement &amp; Comms team and Service Development Teams</p> <p>Digital and Content</p> <p>Health, Safety and Safeguarding</p> <p>Other MS Society teams, including Equity, Equality, Diversity and Inclusion</p>
Information security and data governance	Responsibility for undertaking relevant actions and responsibilities according to the role assigned by the MS Society.

#### Section 5 – Key deliverables

	Measures of success
1	Consistent, high-quality delivery of the MS Society's peer and s virtual community services and tools, evidenced by meeting or exceeding organisational service level agreements.
2	Growth in the reach, relevance, and accessibility of virtual community services and tools, including further digital delivery.
3	High-performing, safe, and expert staff working culture within the team.
4	Impactful and relationship-based service delivery that is authentically community-led and owned

#### Section 6 – Competencies

Competency	Level required (see below)	B	E	A	T
Fosters co-production	3		X		X
Open to change and innovation	2	X		X	

Sound decisions	2		X	X	
Collaborative working	3				X
Effective communication	2			X	X
Outcome focussed	3	X			X
Inclusivity	3				X
Accountability	3	X	X	X	X
Tech savvy	2	X		X	

Level	
5	<p><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.</p>
4	<p><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.</p> <p>Has responsibility for managing significant resource (people, budget etc) associated with the function/activity.</p>
3	<p><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.</p>
2	<p><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.</p> <p>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.</p>
1	<p><b>Foundation</b> – roles make an individual contribution to the MS Society with no process or line management responsibility.</p>

	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.
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### Section 7 - Learning & Development requirements

<b>Foundation (mandatory)</b>	None
<b>Additional internal learning/ courses required for role</b>	Understand and using the CRM Safeguarding
<b>Other professional training/qualification required</b>	None

### 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.

Requirement	Essential	Desirable	Tested*
<b>Delivery:</b> Experience in successfully leading and managing the delivery of peer and / or virtual community services, ideally in a health or charity setting.	X		A,I,P
<b>People management:</b> Proficiency in direct line management of staff, including recruitment, training, development and wellbeing support. Evidence of supporting a team to achieve shared goals and overcome challenges.	X		A,I,T,P
<b>Data Interpretation:</b> Demonstratable experience of collecting, interpreting, and using data to monitor performance, inform decisions, and continuously improve.	X		A,I,P
<b>Collaboration:</b> Excellent interpersonal and communication skills, and the ability to build effective partnerships internally and externally.	X		A,I,P
<b>Service Improvement:</b> A track record of proactive service improvement and experience of driving service growth authentically and with community voice.	X		A,I,P
<b>Quality Assurance:</b> Knowledge of best practice, quality standards and safeguarding practices relevant to delivering peer and virtual community services and tools.	X		A,I,P

<b>Strategic Leadership:</b> A proactive approach identifying opportunities for collaboration and improvement.		X	I,T,P
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\*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>	<p>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.</p>
<b>Equality, diversity and inclusion</b>	<p>Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and inclusion policies and practices.</p> <p>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.</p>
<b>Health &amp; safety</b>	<p>Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.</p>
<b>Safeguarding</b>	<p>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.</p>
<b>Digital, data and Technology</b>	<p>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.</p>
<b>Unusual specific physical/mental demands associated with the role</b>	<p>As the manager of a front-line service, it can have an emotional impact that requires a level of personal resilience.</p>



<b>Travel requirements</b>	Occasional travel to events to represent The MS Society.  Regular attendance (to be agreed with line manager) at Carriage House including Team meetings.
<b>Unsocial hours</b>	This role may require some evening or weekend work for which time off in lieu will be given.

**Last updated October 2025**