



## 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

<b>Job title</b>	Community Fundraising Manager
<b>Directorate area</b>	Engagement & Income Generation
<b>Department/Team (if applicable)</b>	Community, Events and Retail Fundraising
<b>Reports to</b>	Community Fundraising Lead
<b>Direct reports</b>	Community Fundraiser
<b>Job Location</b>	Home based
Contracted hours are agreed locally with line managers	

### Section 2 - Job Purpose

To manage and deliver the development and implementation of local fundraising strategies and campaigns to secure funding from supporters and community partners, generate income, meet ambitious targets, and grow our fundraising supporter base within agreed region.

To manage the operational delivery of the regional community fundraising team's work, including financial reporting, setting objectives, and monitoring performance to achieve targets. contribute to the development and implementation of the team's income generation strategy, ensuring alignment with the broader Community, Events, and Retail strategy.

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 organisation's goals.

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

To work collaboratively both internally and externally to contribute to the overall implementation and delivery of the MS Society strategy, objectives and goals.

## Section 3 - Key Responsibilities/Accountabilities

	Responsibility/ Activity
1	<i>Business Plan Implementation and Team Leadership:</i> Allocate and monitor team members to ensure the successful delivery of strategic priorities, income targets, and deadlines. Drive quality, impact, and performance improvements inline with team and organisational goals, whilst overseeing the development and delivery of regional fundraising plans and community fundraising products to maximise income streams.
2	<i>New Fundraising Development:</i> Develop and implement regional fundraising strategies and budgets, ensuring income and expenditure targets are met. Research and secure new fundraising opportunities through individuals, businesses, trusts, community groups, and other networks. Build a strong pipeline of prospects and partnerships, creating sustainable income generation for the organisation.
3	<i>Delivery and Monitoring of Fundraising Strategy:</i> Support the creation and evaluation of fundraising plans, ensuring activities are cost-effective and align with organisational objectives. Regularly review progress and provide reports to ensure financial and strategic targets are achieved.
4	<i>Collaborative Engagement:</i> Work collaboratively with Community Fundraising, Community Events, and Retail teams to integrate and coordinate fundraising activities. Collaborate with internal departments in order to maximise growth, and contribute toward organisational strategy and goals.
5	<i>Stewardship and Relationship Management:</i> Develop and nurture strong relationships with supporters, including high-value donors and community partners. Provide exceptional stewardship to foster long-term engagement and sustainable income generation.
6	<i>Volunteer Recruitment and Management:</i> Recruit, train, and support volunteers to expand regional fundraising capacity. Ensure volunteers feel valued and are effectively integrated into fundraising initiatives, contributing to income and engagement objectives.
7	<i>Fundraising Product Delivery and Innovation:</i> Plan and implement community fundraising events and products in collaboration with internal teams and external partners. Monitor market trends and adapt fundraising approaches to meet evolving supporter needs and achieve recruitment, engagement, and income goals.
8	<i>Financial Management</i> Responsible for the analysis and evaluation of the regional team's financial performance monitoring and reporting against objectives, outcomes and KPIs.

9	<p><i>Governance, Compliance, and Reporting:</i>          Ensure all activities comply with relevant legislation, policies, and fundraising standards. Monitor and report on performance, including financial outcomes and KPIs, taking action to address underperformance. Ensure all activities are in adherence of relevant internal and external policies and procedures.</p>
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## 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	Line management responsibility for Community Fundraiser. 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 Monitoring of product expenditure
Key relationships	<p>Internal</p> <ul style="list-style-type: none"> <li>• Members of the Community, Events and Retail Fundraising Team</li> <li>• Colleagues and volunteers across the Engagement and Income Generation Directorate and specifically Marketing and Communication functions</li> <li>• Digital Team</li> <li>• Volunteering Team</li> <li>• Customer Service Team</li> <li>• Press, PR and Celebrity Team</li> <li>• Regional and Community Development Officers</li> </ul> <p>External</p> <ul style="list-style-type: none"> <li>• Fundraising supporters</li> <li>• Fundraising volunteers</li> <li>• Third party Suppliers and event organisers</li> <li>• Local funding organisation such as grant makers and community Trusts</li> <li>• Companies and community organisations at local and national level</li> <li>• MS Society National Council members</li> <li>• MS Society Regional Groups</li> <li>• Peers across the charity sector</li> </ul>

## Section 5 – Key deliverables

	Measures of success
1	Income Generated – Progress against agreed individual, regional and team 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	3		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
Inclusivity	2				X
Accountability	3	X	X	X	X
Tech savvy	2	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.
1	<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.

## Section 7 - Learning & Development requirements

(List L&D requirements for role)

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

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

<b>Requirement</b>	<b>Essential</b>	<b>Desirable</b>	<b>Tested*</b>
Income Generation & Fundraising - Proven success in generating income across multiple streams including trusts, and community business	X		AIP
Leadership & Team Development - Effective leadership in driving income growth, managing teams, and training volunteers and staff.	X		AIP
Community Fundraising Expertise - Strong understanding of fundraising product development, product management and volunteer-led fundraising principles and best practices.	X		AIP
Problem-Solving & Negotiation - Strong skills in problem-solving, negotiation, and change management.	X		AI
Financial Management - Strong track record in budget planning, resource allocation and managing and monitoring budgets to achieve a set target.	X		AI
Communication & Stakeholder Engagement - Excellent interpersonal skills, including stakeholder engagement, management and presentation delivery.	X		AIP
Competent in Microsoft Office, CRM databases, and data management, with a valid driving licence.	X		AIP

\*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/requirements.
<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>	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/ relationships</b>	See Section 4
<b>Unusual specific physical/mental demands associated with the role</b>	None
<b>Travel requirements</b>	<p>Regular travel within NI to deliver and support fundraising activity and to develop and build relationships with supporters, volunteers, colleagues, donors and MS Society groups.</p> <p>Occasional travel across the UK for team meetings and to support the delivery of MS Society activities.</p>

<b>Unsocial hours</b>	This role will require some evenings and weekends.
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**Last updated 20/02/2025**