

Job Description – Fundraising Executive



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

Section 1 - Job Details

Job title	Fundraising Executive
Directorate area	Engagement and Income Generation
Department or Team (if applicable)	Greater Community, Events and Retail Fundraising Team
Reports to	Fundraising Executive Team Lead
Direct reports	None
Job Location	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 support delivery of a portfolio of events and community fundraising activities. Ensuring the provision of excellent customer care to build strong engagement with our supporters. Contributing to the overall implementation of the Community, Events & Retail Fundraising team's objectives.

Section 3 - Key Responsibilities and Accountability

	Responsibility or Accountability
1	Responsible for providing administrative, and project support to the Community & Events Fundraising teams
2	Responsible for being the first point of call for all Community & Events enquiries, offering excellent customer care and delivering a high standard of stewardship to MS Society supporters via email, phone and other platforms (social media, JustGiving etc)
3	Responsible for developing and maintaining familiarity with MS Society activities. This includes having an understanding of MS, the treatments available and progress made in the areas of care and research. Being able to provide information regarding events to colleagues in other teams, as requested
4	Responsible for working closely with the FE Team and the Community & Events Fundraising teams, attending team meetings
5	Responsible for ensuring supporter data is recorded accurately and is kept up to date
6	Responsible for project work related to the development and maintenance of administrative processes across the Community & Events Fundraising teams
7	Responsible for responding to income related and supporter queries in a timely fashion
8	Responsible for attention to detail and time management ensuring SLA's are adhered to
9	Responsible for attending and supporting fundraising events throughout the year with activities on the day as directed, including set up and break down, preparation of event materials, and assisting volunteers/supporters
10	Responsible for assisting with collation, packing and dispatch of materials for events. Monitoring and maintaining department stock levels of fundraising and support materials.

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 or Volunteers	No people management responsibility but expected to support and train other team members as required
Budget	This role is instrumental to stakeholders within the Community & Events Team to achieve targets
Key relationships	<p>Internal</p> <p>The post holder works closely with:</p> <ul style="list-style-type: none"> • Community & Events Fundraising team across the four nations • Customer Service and Central Administration Team and Database Team to ensure excellent customer care, data capture and financial processing • Shop Team to support delivery of events and community fundraising activities • Volunteers • <p>External</p> <p>The post holder works closely with:</p> <ul style="list-style-type: none"> • Supporters • Volunteers • External suppliers and agencies, including MS Society's warehousing and fulfilment provider
Information security and data governance	Responsibility for undertaking relevant actions and responsibilities according to the role assigned by the MS Society with regards to safeguarding and GDPR

Section 5 – Key deliverables

	Measures of success
1	Communications – delivering an excellent stewardship experience to supporters via written and verbal communications
2	Supporter Stewardship – following the Shooting Stars and High Value stewardship processes to identify high value supporters to improve supporter journeys and experience
3	EDI – using inclusive language and adapting stewardship and communications to support individual needs
4	CRM - Accurate data management and record keeping in accordance with GDPR
5	Attending and supporting at a minimum number of events

Section 6 – Competencies and contribution

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
Inclusivity	3				X
Accountability	2	X	X	X	X
Tech savvy	2	X		X	

Level	
5	Strategic – Senior management and/or strategic responsibility requiring 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 – Responsible for managing significant resource (people, budget etc) associated with the function/activity. 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.
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 and Development requirements

(List L and D requirements for role)

Foundation (mandatory)	Database training
Additional internal learning or courses required for role	GDPR, Safeguarding, Health and Safety, Tone of voice
Other professional training or qualification required	

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*
Excellent organisational and workload management skills, with the ability to prioritise and meet deadlines	X		A,I,P
Excellent written and verbal communication skills - able to produce correspondence in good, clear English	X		A,I
Excellent problem solving skills	X		A,I
Excellent attention to detail	X		A,I
Competent in use of a database and attention to detail	X		A,I
Demonstrable commitment to collaborative team work; able to develop positive working relationships internally and externally	X		A,I,P
Good IT skills, in particular use of Word, Excel and Outlook	X		A,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

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 or 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 disabled people. We expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by disabled people whilst working with us. As well as adopting an inclusive approach and embedding EDI principles in their day to day work.
Health and 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 Disclosure and Barring Service/AccessNI/PVG scheme 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 and relationships	See section 4
Unusual specific physical or mental demands associated with the role	None
Travel requirements	To be prepared to travel to meetings and events across the UK, as the job reasonably demands.
Unsocial hours	To be prepared to work weekends and evenings, and be away from home overnight, as the job reasonably demands.

Last updated (February 2025)