

Job Description – Senior Events Fundraiser



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	Senior Events Fundraiser (Third Party Events)
Directorate area	Engagement & Income Generation
Department or Team (if applicable)	Community, Events & Retail Fundraising
Reports to	Third Party Events Lead
Direct reports	Events Fundraiser (Third Party Events)
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 plan, develop and promote third party events fundraising activities to achieve agreed income targets, supporting all areas of the MS Society's work towards our mission of Transforming Lives, Stopping MS.

To lead on the delivery of high profile third party events, maximizing revenue and ensuring outstanding supporter experience which ensures participants remain committed to supporting the MS Society.

To ensure that all third party events participants receive an outstanding level of stewardship and supporter care, contributing to them becoming inspired and committed supporters in the long term.

To contribute to the overall implementation of the Community & Events Fundraising team's objectives

Section 3 - Key Responsibilities and Accountability

	Responsibility / Accountability
1	Leads on raising income to agreed targets through managing a portfolio of third-party events activities, including higher profile events. Develops and implements multi-channel marketing plans for each event activity to achieve KPIs.
2	Responsible for delivering accurate data analysis on an ongoing basis as well as for completed events cycles, building insights into future business plans. Proactively reviews and benchmarks plans to make strategic recommendations to improve fundraising opportunities, or corrective actions as needed.
3	Leads on projects which improve team functions and processes, with a particular focus on enhancing the supporter journey for third party events participants.
4	Ensures that all third-party events participants receive an outstanding level of service in line with our agreed supporter journey. Identifies higher-value supporters and builds relationships with them, inspiring and supporting them to maximise their fundraising.
5	Works with the Fundraising Executive team to facilitate the smooth running of team administrative processes, including triaging supporters to ensure everyone receives the appropriate level of support.
6	Manages event plans including engagement with supporters at third party events, and leads on developing and running additional engagement events, such as training days, as required.
7	Line manages an Events Fundraiser, including monitoring performance and development through regular feedback, supervision, supporting learning, and the performance development review process. Manages volunteers as required, and assists with training and support of new staff where needed.
8	Responsible for monitoring and evaluating the performance of investment within the third party events portfolio, including ROI for each activity, as well as monitoring income and expenditure of third party events activities against agreed budget.
9	Develops and maintains professional and effective relationships with third party agencies, as well as with colleagues across the organisation.

Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of fundraising assets within scope of role
Staff or Volunteers	Manages the Events Fundraiser (Third Party Events). Expected to manage volunteers as required, as well as supporting and training other team members.
Budget	Contributes to planning of, and responsible for managing, budget of certain events within Third Party Events.
Key relationships	<p>Internal:</p> <ul style="list-style-type: none"> • Team colleagues in Community, Events & Retail Fundraising • Other colleagues across Engagement & Income Generation • Digital & Content Team • Marketing and Brand Team • Customer Services & Central Admin Team • Press, PR & Celebrity Team <p>External:</p> <ul style="list-style-type: none"> • Events participants and other CE&RF supporters • MS Society volunteers • Third Party event organisers

	<ul style="list-style-type: none"> • Third Party suppliers • Peers across the charity sector
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	Income generated to set targets across event portfolio.
2	Event participants recruited to meet set targets across event portfolio.
3	Supporters stewarded to a high level of satisfaction as evidenced by feedback and survey results.
4	Contribute to the third party events fundraising strategy.

Section 6 – Competencies and contribution

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	2		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	3	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)	
Additional internal learning or courses required for role	GDPR, Safeguarding, Health & 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*
Extensive experience of working on large scale or high value events, including stewarding large teams of participants, with a proven track record of delivering substantial income against agreed targets and timescales.	X		A,I,P
Experience of collaborating with colleagues across an organisation to develop projects, and a commitment to collaborative teamwork.	X		A,I,P
Marketing experience, with an understanding of using data analysis and of event marketing techniques.	X		A,T,P
Experience line managing colleagues or volunteers.		X	
Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.	X		P
Excellent interpersonal and networking skills, able to influence a wide range of stakeholders and facilitate strong relationships with a wide range of internal and external contacts.	X		I,P
Excellent written and verbal communication skills, including the ability to communicate effectively through a wide range of media and to a variety of audiences.	X		A,I,P
Ability to be self-motivated, with a proactive approach to problem solving.	X		P
Comprehensive understanding of the principle and methods of challenge events fundraising (including product testing, event support, and stewardship), fundraising good practice, and current market trends.	X		A,I,P
Strong IT skills, in particular Microsoft Excel, Word, and experience using a CRM database.	X		A,P
Exceptional organisational and workload management skills, with the ability to prioritise and work under pressure to tight deadlines, with accuracy and attention to detail.	X		A,I,P
Ability to analyse complex information and compile it into concise and effective delivery plans.	X		I,P
Broad understanding of all fundraising streams.		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

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	<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 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.</p>
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 scheme checks will be 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	Detailed in section 4.
Unusual specific physical or mental demands associated with the role	
Travel requirements	Travel to support the delivery of MS Society events across the UK, and to attend team meetings as required.
Unsocial hours	This role will require some evening and weekend work.

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