



Job Title: Marketing and Product Lead

Location: Office based in London with flexibility to work remotely

Reports to: Head of Events & Community Fundraising

Introduction to 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

The MS Society Community & Events Fundraising Team raises, approximately £4.2m revenue every year. This comes from our 3rd Party Events, Owned Events and Community Fundraising portfolio.

The purpose of this role is to work across all of these fundraising streams to centralise, and lead on the Marketing, new product development and line manage the Fundraising Executive Team Lead as we continue to work collaboratively and have a stronger more robust product pipeline and marketing function to increase income. In addition this role works cross the team to ensure consistency in our approach and break down the silo working and standardise our working practices ensure a single team approach.

The purpose of this role is to:

Lead and giving strategic direction for all marketing activities within the C&E Team using the full marketing mix including digital, social media, out of home and production of materials responsibility for all marketing activities within the charity

- Increase income for the MS Society from community and events fundraising activities through a central strategic marketing approach.
- In conjunction with the other team managers and stakeholders, research, plan, market, develop and evaluate a portfolio of events and community fundraising activities with a particular focus on the continued development

and roll-out of MS Walk, owned events, digital and and community fundraising activity

- Lead on the development of our digital marketing and fundraising strategies
- Ensure our marketing & product decisions are reduced in risk by utilising insight to drive our decisions
- Contribute to the overall implementation of the ‘continuous improvement cycle’ with MS Society products and supporter experience

Key Relationships:

Internal

The post holder works closely with

- The community, owned and third party events teams across the UK
- All internal functions with particular reference to our Digital, Data and strategy teams
- Volunteers

External

The post holder works closely with

- External suppliers (such as Just Giving), Advertising and creative agencies, digital media agencies
- Other charities for benchmarking and sharing best practice

Key Accountabilities:

The MS Society Marketing and Products Lead will support delivery of the Society’s income generation strategy to deliver the MS Society’s strategic goals by:

1. Lead of all marketing activities ensuring best value
2. Management of the Fundraising Executive team and the UK wide supporter journey
3. Lead on insight work & new product development in line with strategic growth plans of the team
4. Lead on digital and online marketing and fundraising strategies for E&C
5. Working closely with Event Leads, The Director Of Engagement & Income Generation, and Head of Events & Community Fundraising to devise, implement and evolve the product development strategy
6. Support the continued growth of “owned events” by running feasibility process on strategy
7. With other managers lead on the “supporter journey” standardisation
8. Increase participants, revenue of events / products in line with targets agreed with other managers in the team.

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. Management & Product development (35%)

- Lead the fundraising executive team to support all parts of the UK wide C&E team and line manage the Fundraising Executive Team Lead
- Ensure the team lead is motivated and performing to the best of their abilities at all times via structured performance management
- Ensure an effective UK wide triage process is in place for the events and community teams to guarantee our supporters have the best possible experience in order to build sustainable fundraising relationships and to be in a position to ask more of our supporters.
- Establish a "continuous improvement model" strategy for evaluating and improving our UK wide product portfolio
- Lead on the Insight work to establish a clear link between our supporters requirements, motivations and our products
- Keep up to date with new products, innovation and fundraising initiatives and news from across the third sector
- Contribute to a clear focus on driving improvements in quality, impact and performance.
- Establish a strong product evaluation strategy bench marking performance

2. Marketing (45%)

- Centralise the marketing budgets and with other managers devise timely, cost effective robust marketing plans for the whole C&E across the UK

- Centralise and implement integrated cross channel marketing plans for each activity, and work with agencies to design and distribute adverts, marketing literature and materials
- Manage the buying, content, USP, and case study messaging of our campaigns and products
- Act as the main point of contact between the C&E team and the Content and Digital Team
- Ensure the supporter journey adheres to GDPR compliance, but allows for a cross sell and unique approach to supporter choice
- Agree with Managers yearly targets, budgets and increased ROI as part of the Events & Community Management team
- Assist the other managers to report on key performance indicators (KPI), planning contingency actions where required
- Be responsible for monitoring and evaluating the performance of marketing activities (ROI).
- Create and build digital marketing campaigns on Meta platform
- Manage key relationship with Digital Marketing agency and ensure campaigns are planned, built, optimised and executed effectively
- Provide final approval all stewardship and marketing emails for the C&E team

3. Strategic Change (25%)

- Be at the heart of the move to a digital, data-driven function with the ambition to provide our customers with cutting-edge digital services
- Work with UK wide internal stakeholders to ensure delivery of new product integration from external suppliers
- Manage our external partners such as Just Giving to ensure insight and trends are captured and shared
- Look at the strategic direction of the UK wide Events & Community team, ensuring the validation of the strategy is insight led
- Lead innovation in a consistent and managed manner across all team
- Assist UK wide managers and the Head of Events & Community in establishing Robust 1-5 year rolling team strategy

General

- Compliance with MSS's governance procedures, MSS policies and procedures
- Contribute to a positive working environment in which equality and diversity are valued and staff are enabled to do their best
- Contribute to the work of the broader team
- 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 and Marketing and Product 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
- Relevant professional experience, which demonstrates equivalent academic skills
- Evidence of continuous professional development.

Experience

Essential

- Experience of working in Events, Community Fundraising and Marketing arena
- Experience of digital marketing and building Meta campaigns
- Experience of collateral design, production and copywriting
- Experience and a working knowledge New Product Development
- Experience of “Product Continuous Improvement” working
- Experience of insight work and supporter motivation work
- Experience of mass participation, digital, high value, DYOT and community based product development
- Proven management of integrated marketing plans
- Experience of strategic development
- Experience of building new events from scratch to £400k revenue
- Experience of building and maintaining strong relationships with colleagues
- Experience of multi stakeholder project management and delivery
- Line management experience

Desirable

- Experience of successfully delivering supporter journey solutions
- Experience working with charity digital suppliers
- Experience working with external agencies
- Experience of strategic change management
- Experience of website content management systems

Knowledge and skills

Essential

- Demonstrable commitment to collaborative team work
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity

- Excellent interpersonal skills, able to communicate well with a broad range of people
- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences
- Good organisational and workload management skills, with the ability to prioritise, manage a busy workload and meet deadlines
- Excellent IT skills, in particular Word, PowerPoint and Excel

Desirable

- Competent in marketing analysis and promotion strategies
- Broad understanding of all funding streams
- Experience of using CRM's

Employment terms

Grade: Band G, Level 2

Signed by post holder

Date

Signed by Executive Director

Date



MS Society Core Competencies

June 2020

Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
Fosters co-production	<p>Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions.</p> <p>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.</p>	<p>Together</p> <p>Expert</p>
Open to change and innovation	<p>Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure.</p> <p>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.</p>	<p>Bold</p> <p>Ambitious</p>

<p>Sound decisions</p>	<p>Makes timely decisions with appropriate information, balancing evidence and insight with appropriate risk assessment and action.</p> <p>As a team manager, makes and acts upon clear, transparent and timely decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.</p>	<p>Ambitious</p> <p>Expert</p>
<p>Collaborative working</p>	<p>Invests time and energy to establish trust and build positive working relationships with individuals and teams across the organisation.</p> <p>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.</p>	<p>Together</p>
<p>Effective Communication</p>	<p>Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate.</p> <p>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.</p>	<p>Together</p> <p>Expert</p>

Outcome focussed	<p>Focuses on impact and the priorities, resources and deliverables needed to achieve desired outcomes.</p> <p>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.</p>	Bold Together
Inclusivity	<p>Treats people fairly and respectfully regardless of background, role or status, seeking to understand and incorporate different values and viewpoints into decisions and work.</p> <p>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.</p>	Together
Accountability	<p>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.</p> <p>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.</p>	Bold Expert Ambitious Together
	<p>Embraces rapidly changing technology solutions, and understands how technology improves delivery of goals and drives efficiency and effectiveness.</p>	

Tech Savvy	As a team manager, creates opportunities to explore and learn about the changing technology environment, apply learning and champion digital innovation.	Bold Ambitious
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