



Job title: Philanthropy Manager

Location: London-office based contract with flexibility to work from home (some travel required)

Reports to: Head of Philanthropy and Special Events

Introduction to multiple sclerosis and the MS Society

Over 130,000 of us in the UK have multiple sclerosis (MS). 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. It can make it hard for us to work, and do the things we enjoy. 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

- Raising income for the MS Society from philanthropy fundraising activities as per agreed objectives and targets for research, support and services and unrestricted funding.
- Identifying, cultivating, engaging and stewarding philanthropy prospects through bespoke proposals, events and other appropriate fundraising activities in order to generate income to achieve ambitious targets.
- Manage members of our Philanthropy team to achieve their income targets and provide a fantastic experience for all our major donors.
- Contributing to the overall implementation of our Philanthropy team's objectives.

Key Relationships:

Internal

The post holder works closely with:

- Philanthropy & Partnerships team and all other Fundraising staff.
- CEO, Executive and other Directors.
- Digital and Services colleagues for application content.
- Policy and Research colleagues for application content.
- Finance for reporting information.
- Trustees and other senior volunteers.

External

The post holder will also liaise with the following groups:

- Existing and prospective supporters of significant value to the MS Society.
- CEO/Chairmen within business likely to support us individually. Influencers including leading scientists, our Stop MS Appeal board and their networks.
- Researchers

Key Accountabilities:

Our MS Society Philanthropy Manager will support delivery of the Society's income generation strategy to deliver the MS Society's strategic goals by:

1. Business plan implementation

1a Stewardship, engagement and fundraising for the Philanthropy Programme which includes the Appeal.

1b Relationship Management for income generation.

2. Monitoring and reporting on performance

3. People management

General

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. Business plan implementation (70%)

- Income generation activities to agreed targets.
- Planning work to ensure the achievement of deadlines.
- Focusing work to deliver the team's business plan and contribute to the achievement of the Society's strategic aims and priorities.
- Contributing to a clear focus on driving improvements in quality, impact and performance.

1a Stewardship, engagement and fundraising for Philanthropy Programme which includes the Appeal (50%)

- Leading on raising income to an agreed target, through personal account management of appropriate portfolio of individuals as agreed with the Head of Philanthropy and Special Events
- Employing a variety of personal engagement mechanisms and communication tools to ensure that prospects and supporters become, and remain, fully engaged with our cause.
- Supporting the Head of Philanthropy & Special Events and other senior members of the staff in managing their donor relationships for the Stop MS Appeal and for the philanthropy programme.
- Ensuring the highest standards of data are captured and maintained on Microsoft Dynamics, ensuring complete accurate and up-to-date information on all donors and prospects, whether individuals or organisations.
- Capturing and recording information on individuals' connections/relationships with other relevant individuals and organisations.

1b Relationship Management for income generation (20%)

- Personally managing and leading a portfolio of significant philanthropists and prospects.
- Leading on building, updating and generating a portfolio of philanthropists and pipeline to raise philanthropy income and report against KPIs.
- Ensuring that all philanthropy prospects have an appropriate bespoke donor journey with their MS Society relationship lead; working with Trustees, the Chief Executive and other executive group members and the Appeal Board as appropriate, creating development plans to support strategic relationship management.
- Supporting senior volunteers in fundraising (peer to peer) from their networks to raise money for the MS Society's work.
- With the Prospect Research team, identify potential philanthropists through our database and through the MS Society's extended networks as well as identifying prospects with a likely interest in our cause.
- Meeting all agreed objectives and expectations of philanthropy prospects.
- Planning each relationship with our philanthropists and liaise with colleagues across the MS Society as appropriate to manage the delivery of the plan.
- Liaising with colleagues across the MS Society to have an accurate and in-depth knowledge of our key services and projects.

- Representing the MS Society at key external meetings/conferences/receptions etc. as required.

2. People Management (10%)

- Managing three Philanthropy Officers and have a dotted line to the Senior Trusts and Philanthropy Officer (Scotland).
- Managing performance and development, through regular feedback, supervision, supporting learning and the Performance development review process.
- Recruiting and inducting new employees
- Developing and maintaining effective working relationships across the team, department, directorate and Society.

3. Monitor and evaluate income and expenditure (10%)

- Responsible for monitoring and evaluating the performance of activities.
- Monitoring income and costs of fundraising activities against budget.
- Reporting to Head of Philanthropy & Special Events on key performance indicators (KPI), planning contingency actions where required.
- Contributing to the impact measurement of the teams work in accordance with the MS Society's outcomes framework.

4. Monitoring and Reporting on Performance (10%)

- Supporting the Head of Philanthropy & Special Events to analyse and evaluate the team's performance information, monitoring and reporting against objectives, outcomes and KPIs
- Management of and reporting on progress of the prospect pipeline relating to major donors
- Ensuring action is taken in a timely manner to enable corrective action to be taken
- Helping ensure the impact of the team's work is measured in accordance with the MS Society's outcomes framework
- Ensuring that the MS Society is effectively utilising digital approaches to maximise our ability to collaborate, communicate and continuously learn. This will be an organisational wide leadership role through role modelling and a directorate responsibility by applying it in your own specialist areas.

General

- Complying with the MS Society's governance procedures and the MS Society's policies and guidelines.
- Contributing to a positive working environment in which equality and diversity are valued and staff are enabled to do their best.
- Acting as project manager as required and contributing to relevant programmes and projects.

Other Duties

To be prepared to travel to meetings across the UK and be away from home overnight, as the job reasonably demands other work as could be expected of a Philanthropy Manager.

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

- Relevant professional experience, which demonstrates equivalent academic skills of literacy, numeracy and analytical ability
- Evidence of continuous professional development

Experience

- Extensive experience of personally securing five and six figure major gifts from individuals in a charity environment.
- A proven track record of delivering income against agreed targets and timescales.
- Experience of managing and developing relationships with existing and potential philanthropists, influential individuals and senior volunteers to inspire them to support the charity.
- Demonstrable success in soliciting new major gifts and uplifting current philanthropists.
- Experience leading and managing fundraising staff delivering high quality results to deadlines.
- Proven ability to pro-actively identify, cultivate and recruit new donors.
- Experience of creating successful bespoke proposals or asks for philanthropists or other potential high value donors.
- Previous experience of building or running high profile and professional events.
- Experience of coordinating stewardship and engagement programmes which underpin a successful high end annual gift and philanthropy strategy.
- Significant experience of supporting senior volunteers, staff and trustees to maximise donor relationships.
- Proven ability to work collaboratively across departmental boundaries in order to achieve organisational ambitions.
- Experience of using a fundraising relationship database.

Knowledge and skills

Employment terms

- Working knowledge of the principles of high value / major gift / philanthropy fundraising, including identification, research, solicitation and stewardship of donors.
- Excellent interpersonal and networking skills, able to influence/persuade a wide range of stakeholders and facilitate strong relationships with a wide range of people inside and outside the Society, specifically including High Net Worth individuals.
- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences.
- Demonstrable commitment to collaborative team work.
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.
- Ability to be self-motivated, with a pro-active approach to problem solving.
- Ability to analyse complex information and compile into concise, powerful and persuasive proposals.
- Exceptional organisational skills and workload management skills, with the ability to prioritise and work under pressure to tight deadlines.
- Excellent accuracy and attention to detail.
- Digital skills
 - Leading by example, encouraging and role modelling transparency, learning from failure, reducing complexity, user centricity, seeking feedback and ideas from all and using expertise from within.
 - Collaborating using a variety of methods and tools.
 - Communicating through a variety of approaches and tools.
 - Applying new technology and techniques in improving efficiency, quality and impact.
 - Learning through peers and experimentation, sharing the results and learning from them.
 - Keeping abreast of the digital landscape, innovation and the application of new initiatives, tools or techniques.
- Excellent IT skills, in particular Microsoft Excel, Word, PowerPoint and fundraising databases

Grade: F2



MS SOCIETY JOB DESCRIPTION

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>
Sound decisions	<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>
Collaborative	<p>Invests time and energy to establish trust and build positive working relationships with</p>	<p>Together</p>

working	<p>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>	
Effective Communication	<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>	<p>Bold</p> <p>Together</p>
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>	<p>Together</p>
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</p>	<p>Bold</p> <p>Expert</p> <p>Ambitious</p> <p>Together</p>

	problems quickly and transparently.	
Tech Savvy	<p>Embraces rapidly changing technology solutions, and understands how technology improves delivery of goals and drives efficiency and effectiveness.</p> <p>As a team manager, creates opportunities to explore and learn about the changing technology environment, apply learning and champion digital innovation.</p>	<p>Bold</p> <p>Ambitious</p>