

## MS SOCIETY JOB DESCRIPTION

**Job title:** Philanthropy Officer

**Location:** London office-based with flexibility to work from home

**Reports to:** Philanthropy Manager

### Introduction to multiple sclerosis and the 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

Raising income for the MS Society from philanthropy fundraising activities as per the agreed objectives and targets.

Identifying, engaging and stewarding philanthropy prospects through events and other appropriate fundraising activities. Generating income to achieve ambitious targets.

Ensuring the provision of excellent individual care to ensure long term commitment.

Contributing to the overall implementation of our Philanthropy team's objectives.

### Key Relationships:

#### Internal

The post holder works closely with:

- Partnership Fundraising and all other Fundraising colleagues
- 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 works closely with:

- 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 Appeal board and their networks

**Key Accountabilities:**

Our Philanthropy Officer supports the delivery of our income generation strategy to deliver the MS Society's strategic goals by:

**1. Business plan implementation**

1a Stewardship, engagement and support for the appeal and Philanthropy Programme

1b Relationship Management for income generation

**2. Monitoring and reporting on performance**

General

**Detailed Responsibilities:**

**1. Business plan implementation (90%)**

- Income generation activities to agreed targets
- Planning work to ensure the achievement of deadlines.
- Focussing 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 support for the appeal and Philanthropy Programme (60%)**

- Raising income to an agreed target, through personal account management of appropriate portfolio of individuals as agreed with the Philanthropy Manager.
- Employing a variety of personal engagement mechanisms and communication tools to ensure that prospects and supporters become, and remain, fully engaged with our cause e.g. inviting to suitable events from the special events calendar
- Supporting the Philanthropy Manager and senior colleagues in handling back-c canvassing for the Appeal and for the Philanthropy Programme
- Supporting the lead for the Appeal giving club and ensure targets are achieved
- Ensuring the highest standards of data are captured and maintained on Raisers Edge, 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 (30%)**

- Personally managing a portfolio of philanthropists and prospects
- Building, updating and generating a pipeline of philanthropists and philanthropy income and KPI reports

- Ensuring that all philanthropy prospects have an appropriate relationship with the MS Society; working with Trustees, the Chief Executive and other executive group members as appropriate
- With the Prospect Research programme, identify prospects through our database and through our extended networks (via Trustees, Executive Group, existing supporters, advisory groups, operational contacts etc.) as well as identifying prospects with a likely interest in our cause but who are not yet connected with us
- Regularly reviewing the philanthropy prospect portfolio across the MS Society and ensure that the right person is driving each relationship and that philanthropy prospects are highlighted and that development plans are created
- 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
- To represent the MS Society at key external meetings/conferences/receptions etc. as required

## **2. 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 Philanthropy Manager and Head of Philanthropy and 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

### **General**

- Complying with MSS's governance procedures, MSS policies and procedures
- Contributing to a positive working environment in which equality and diversity are valued and staff are enabled to do their best
- Contributing 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 Philanthropy Officer

## **Person Specification**

## **Qualifications**

- Relevant professional experience, which demonstrates equivalent academic skills
- Evidence of continuous professional development.

## **Experience**

- A proven track record of delivering income against agreed targets and timescales
- Experience of developing relationships with philanthropists and people of influence
- Demonstrable success in soliciting new major gifts and uplifting current philanthropists
- Experience of working with senior volunteers
- Proven ability to pro-actively identify, cultivate and recruit new donors and to identify and seize opportunities
- 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
- Proven ability to work collaboratively across departmental boundaries in order to achieve organisational goals

## **Knowledge and skills**

- 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

- Excellent IT skills, in particular Microsoft Excel, Word, PowerPoint and fundraising databases

### **Employment terms**

**Grade:**                    **Band F Level 1**

## MS SOCIETY JOB DESCRIPTION

### MS Society Core Competencies

June 2020

Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
<b>Fosters co-production</b>	<p><b>Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions.</b></p> <p><b>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.</b></p>	<p><b>Together</b></p> <p><b>Expert</b></p>
<b>Open to change and innovation</b>	<p><b>Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure.</b></p> <p><b>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.</b></p>	<p><b>Bold</b></p> <p><b>Ambitious</b></p>
<b>Sound decisions</b>	<p><b>Makes timely decisions with appropriate information, balancing evidence and insight with appropriate risk assessment and action.</b></p> <p><b>As a team manager, makes and acts upon clear, transparent and timely decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.</b></p>	<p><b>Ambitious</b></p> <p><b>Expert</b></p>

<b>Collaborative</b>	<b>Invests time and energy to establish trust and build positive working relationships with</b>	<b>Together</b>
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<p><b>working</b></p>	<p><b>individuals and teams across the organisation.</b></p> <p><b>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.</b></p>	
<p><b>Effective Communication</b></p>	<p><b>Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate.</b></p> <p><b>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.</b></p>	<p><b>Together</b></p> <p><b>Expert</b></p>
<p><b>Outcome focussed</b></p>	<p><b>Focuses on impact and the priorities, resources and deliverables needed to achieve desired outcomes.</b></p> <p><b>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.</b></p>	<p><b>Bold</b></p> <p><b>Together</b></p>
<p><b>Inclusivity</b></p>	<p><b>Treats people fairly and respectfully regardless of background, role or status, seeking to understand and incorporate different values and viewpoints into decisions and work.</b></p> <p><b>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.</b></p>	<p><b>Together</b></p>
<p><b>Accountability</b></p>	<p><b>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.</b></p> <p><b>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</b></p>	<p><b>Bold</b></p> <p><b>Expert</b></p> <p><b>Ambitious</b></p> <p><b>Together</b></p>



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