



Job title: Senior Events Fundraiser (Third Party Events)

Location: Office-based from Edinburgh, Scotland with flexibility to work remotely

Reports to: Third Party Events Lead

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

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 the London Marathon, 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.

Key relationships:

Internal

The post holder works closely with:

- Colleagues in our Events Fundraising team.
- Colleagues in our wider Community & Events Team, including home based colleagues.

- Colleagues and volunteers across our Engagement & Income Generation Directorate.
- Colleagues in our Digital Team
- Colleagues in our Volunteering Team

External

The post holder works closely with:

- Fundraising supporters, donors and volunteers
- External fulfilment agencies
- Third party events companies
- Third party suppliers
- Colleagues across the fundraising sector

Key accountabilities:

Our Senior Events Fundraiser (Third Party Events) will support delivery of our Engagement and Income Generation strategy to deliver our strategic goals by:

1. Business plan implementation

Developing and promoting third party events activities and relationship management to maximize income generation

2. Team work

3. Monitoring and reporting on performance

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** *80% total of all items below 1a, 1b etc*
 - Planning work to ensure we meet our deadlines.
 - Focussing work to deliver the team's business plan and contribute to the achievement of our strategic aims and priorities.
 - Contributing to a clear focus on driving improvements in quality, impact and performance.

Developing and promoting third party events activities and relationship management to maximize income generation

- Implement & monitor third party events business plan
- Lead on raising income to agreed targets through managing a portfolio of third party events activities, including the London Marathon.
- Proactively review, analyse and benchmark plans and make strategic recommendations to improve fundraising opportunities, or corrective actions as needed.
- In collaboration with colleagues, develop and implement multi-channel marketing plans for each events activity.
- Lead on projects which help improve team functions and processes, with a particular focus on enhancing the supporter journey for third party events participants.
- Be responsible for delivering accurate data analysis on an ongoing basis and for completed events cycles, building insights into future business plans.
- Keep up to date with third party events fundraising initiatives and trends from across the Sector.
- Ensure that all third party events participants receive an outstanding level of service in line with our supporter journey, working in collaboration with the Digital Team to deliver high quality communications.
- Identify higher-value events supporters and build a relationship with them, inspiring and supporting them to make the most of fundraising within their own networks.

- Support the Events Fundraising Assistants to ensure the smooth running of all team administrative processes, which underpin the smooth running of events activities, including triaging supporters to ensure each individual receives the appropriate level of support and an outstanding supporter experience.
- Develop and maintain professional and effective relationships with third party agencies.
- Liaise with colleagues across the MS Society to maintain an accurate and in depth knowledge of the MS Society's key aims, services and projects.
- Represent the MS Society at key events, including leading on training days and expos as required.

2. Team work 5%

- Contribute to the work of the broader team.
- Developing and maintaining effective working relationships across the department, directorate and organisation as a whole.

3. Monitoring and reporting on performance 15%

- Be responsible for monitoring and evaluating the performance of investment within the third party events portfolio, including ROI for each activity.
- Monitor income and expenditure of third party events activities against agreed budget.
- Report regularly to the Third Party Events Lead on key performance indicators (KPI), planning contingency actions as required.
- Contribute to impact measurement of the team's work.

General

- Compliance with our governance procedures, policies and procedures.
- Contribute to a positive working environment in which equality and diversity are valued and members of staff are enabled to do their best.
- 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 an Senior Events Fundraiser (Third Party Events).

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

Experience

Essential

- Extensive experience of working on large scale or high value events.
- Proven track record of delivering substantial income against agreed targets and timescales.
- Experience of marketing and promoting events using data supplied via a relationship database such as Raiser's Edge.
- Experience of collaborating with colleagues across an organisation to develop projects.
- Experience of stewarding large teams of challenge events participants.

Desirable

- Extensive marketing experience with a sophisticated understanding of the requirements of events marketing techniques.
- Experience of line managing colleagues or volunteers.

Knowledge and skills

Essential

- Demonstrable commitment to collaborative team work.
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.
- 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.
- Excellent written and verbal communication skills, including the ability to communicate effectively through a wide range of media and to a variety of audiences. Good organisational and workload management skills.
- Ability to be self-motivated, with a proactive approach to problem solving.
- Comprehensive understanding of the principle and methods of challenge events fundraising
- Comprehensive understanding of fundraising good practice and current market trends

- Extensive knowledge of the principles of events fundraising including marketing, data analysis, product testing, event support and stewardship.
- Strong IT skills, in particular Microsoft Excel, Word and experience of using and integrating CRM databases
- Ability to analyse complex information and compile it into concise and effective delivery plans.
- Exceptional organizational and workload management skills, with the ability to prioritise and work under pressure to tight deadlines.
- Excellent accuracy and attention to detail.

Desirable

- Broad understanding of all fundraising streams.

Employment terms

Grade: Band E2

Signed by post holder

Date

Signed by Executive Director

Date



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</p>	<p>Ambitious</p> <p>Expert</p>

	decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.	
Collaborative working	<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>	Together
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>	Together Expert
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
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>	Bold Ambitious

