



Job Description

This job description serves to illustrate the type and scope of what is required for the above 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 the level of responsibility entailed.

Section 1 - Job Details

Job title	Owned Events Lead
Directorate area	Engagement & Income Generation
Department/Team (if applicable)	Community, Events & Retail Fundraising (CERF)
Reports to	Head of Community, Events & Retail Fundraising
Direct reports	Events Fundraiser (Owned 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

Be responsible for the strategic development of the MS Society's programme of owned events and oversee its full end-to-end operational implementation and delivery.

To lead the Owned Events Fundraising team and ensure that the MS Society is a sector leader, at the forefront of owned fundraising products and events.

As a member of the Community, Events & Retail Fundraising senior management team identify, influence and develop the Society's owned events fundraising portfolio to meet our engagement and income objectives

Section 3 - Key Responsibilities/Accountabilities

	Responsibility or Accountability
1	Responsible for developing, leading and delivering the Owned Events Fundraising multi-year business plan.
2	Responsible for strategic growth of the Owned Events Fundraising team. Coaching, training and mentoring line reports to become a high performing team and ensuring they have the necessary skills, knowledge and resources to achieve ambitious financial goals.
3	Budget Holder for the Owned Events Fundraising income and expenditure budgets. Responsible for reforecasting revenue and expenditure. Set clear and ambitious stretch goals for the team.
4	Work extensively with internal and external partners and suppliers. Lead on tenders to identify, negotiate, procure and manage new services/systems that will optimise our supporter's fundraising experience across all parts of the Engagement & Income Generation Directorate and ensure the MS Society's compliance with fundraising legislation and codes of practice.
5	Represent the MS Society with key strategic supporters, as well as professional bodies such as the MS International Federation to develop high value partnerships at an organisation level to secure long term fundraising growth.
6	Be an organisation expert for the Events Fundraising environment. Identify long term opportunities for growth and positively influence senior leadership by building robust investment cases
7	Responsible for identifying and managing risk within the Owned Events Fundraising portfolio and working with the wider CERF management team to reflect this in the team and department Risk Register.
8	Acting as a point of escalation for complex problems arising from activities in the team. Resolve conflict, balancing organisation need with available resource and be able to make sound judgements based on experience.
9	Responsible for representing and pushing the strategic aims of our Community & Events Fundraising ambition on key cross organisational projects to ensure we are maximising opportunities and delivering on our income and shared goals. Work extensively with internal stakeholders to promote and enable a positive culture of engagement from colleagues, volunteers, people affected by MS.

Section 4 – Dimension of the role

Staff/Volunteers	2 direct line reports dispersed across the UK
Budget	Responsible for managing income goal of circa £800k and expenditure budget of £400k
Key relationships	Internal: Head of Community Networks Country Directors in Scotland, Wales and Northern Ireland

	<p>Engagement & Income Generation colleagues, working to a common engagement and income goal</p> <p>Press, PR & Celebrity team</p> <p>Local key volunteers</p> <p>The role also requires representation on behalf of the charity as well as extensive networking with external stakeholders, including:</p> <p>Key donors and supporters</p> <p>High level representatives of companies and other organisations to forge and maintain strategic partnerships</p> <p>Funding bodies and trusts</p> <p>MS Society Trustees and our National Councils</p> <p>Other peers across the charity sector to understand trends and best practice</p>
ISO	Responsibility for undertaking relevant actions and responsibilities according to the role assigned within ISO

Section 5 – Key deliverables

	Measures of success
1	Income generated – progress against agreed team financial goals
2	Engagement – evidence of increased fundraiser supporter engagement, either by new acquisition or retention
3	Optimisation – evidence of improved fundraising performance through efficiencies and resource allocation
4	EDI – increased diversity of fundraising supporters
5	Supporter experience – demonstrating a high level of satisfaction from those taking part in Owned Events Fundraising activities

Section 6 - Competencies

Competency	Level required (see below)	B	E	A	T
Fosters co-production	3		X		X
Open to change and innovation	4	X		X	
Sound decisions	4		X	X	
Collaborative working	4				X
Effective communication	3			X	X
Outcome focussed	4	X			X
Inclusivity	3				X
Accountability	4	X	X	X	X
Tech savvy	3	X		X	

Level	
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5	<p>Strategic – 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.</p>
4	<p>Expert/ Recognised authority – 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.</p> <p>Has responsibility for managing significant resource (people, budget etc) associated with the function/activity.</p>
3	<p>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.</p>
2	<p>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.</p> <p>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.</p>
1	<p>Foundation – roles make an individual contribution to the MS Society with no process or line management responsibility.</p> <p>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.</p>

Section 7 - Learning & Development requirements

(List L&D requirements for role)

Foundation (mandatory)	
Additional internal learning/ courses required for role	GDPR, Safer Recruitment, H&S
Other professional training/qualification required	Certificate or Diploma in Fundraising from a recognised awarding body (optional)

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*
Proven experience of developing and implementing complex business plans, preparing proposals and managing activities including risk and effective use of resources	X		A,I,P
Advanced budgeting skills, including budget setting, forecasting, analysis and reporting.	X		A,I,P
Evidence of ability to undertake complex negotiations in both partner and supplier relationships to deliver success	X		I,P
Significant experience of the events fundraising sector and a proven track record of success in leading and managing a team of comparable size and complexity, to deliver high quality results to deadlines.	X		A,I,P
Extensive experience of working with a variety of stakeholders to successfully deliver shared goals.	X		A,I
Demonstrable experience of applying effective problem solving techniques when the situation demands.	X		I
Experience of delivering fundraising training.		X	P
The ability to manage change effectively.		X	P
Evidence of up-to-date knowledge of best practice and new initiatives concerning fundraising from local community activities and events.	X		I

Knowledge and understanding of the motivations and needs of fundraisers when taking part in events or community activities.	X		I,P
Detailed knowledge of the regulatory environment for fundraising from individuals including data protection, Gift Aid, Health & Safety and Fundraising Code of Practice	X		P
Knowledge of how to engage and steward trusts and companies.		X	I,P
The ability to focus on impact and deliver outstanding results in a team environment.	X		A,I,P
Demonstrable commitment to collaborative team work.	X		A,I
Excellent interpersonal, written and verbal communication skills skills, and able to influence/persuade a wide range of stakeholders.	X		A,I
Excellent organisational and workload management skills.	X		I,P
IT skills, in particular Microsoft Office suite of programmes and CRM's.	X		P
Understanding of the issues facing organisations that work with people affected by a health condition, and those who know them.		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/requirements.
Equality, diversity and inclusion	Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and inclusion policies and practices. As a charity whose primary focus is to support and

	improve outcomes for those with a disability, we expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by those with disabilities whilst working with us.
Health & 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 Disclosed Barring Service checks will 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/ relationships	Covered in Section 4
Unusual specific physical/mental demands associated with the role	None
Travel requirements	To be prepared to travel to events and meetings across the UK
Unsocial hours	The role does require evenings, overnight stays and weekends

Last updated 02 December 2024