



Kiss Goodbye to MS Campaign Support Officer (temporary, part-time)

Location: MS International Federation, Skyline House, 200 Union Street, London, SE1 0LX

Salary: London Living Wage

Hours: 21 hours per week (flexible working available)

Dates: Wednesday 17 April-Wednesday 12 June 2019

Relationships: Reports to the Fundraising Campaigns Manager

Job purpose

In this role, you will support the world largest fundraising campaign for MS during the essential campaign period, (April-June) to maximise global engagement and fundraising in the annual campaign.

We are looking for a strong communicator with knowledge of fundraising, digital campaigns and communications to help create and share engaging digital content and provide excellent stewardship for a global audience.

Kiss Goodbye to MS is the MS International Federation's flagship fundraising campaign and it is a pioneering collaboration of 13 countries around the world.

The Campaign Support Officer will:

- Source and create digital content to support and promote the campaign
- Help to manage and monitor social media accounts
- Provide email and phone support to help stakeholders with their campaigns
- Monitor our innovative fundraising and digital platforms.
- Help to measure and evaluate the campaign's success both during and after the campaign

About the MS International Federation

The MS International Federation (MSIF) is the world's only global network of Multiple Sclerosis organisations. Together we lead the fight against MS and strive to improve the quality of life of people affected by MS wherever they live. Our vision is quite simply a world without MS. We have 49 member organisations from around the world, and links to others in more than 90 countries. Our members campaign for better practices and policies, build partnerships with communities, civil society, governments and the private sector, provide information and support to people affected by MS, and raise funds for research to discover better treatments and ways to manage MS, understand the disease and ultimately find a cure.

Kiss Goodbye to MS is the world's biggest global fundraising campaign for multiple sclerosis (MS). Each year 13 countries and millions of supporters come together to fundraise and campaign for a world without MS. We are a digital first campaign with strong social media, supporter and influencer led content.

The campaign aims to raise over €1,000,000 which will fund vital research into the causes, treatments and possible cures for MS, as well as help for people living with the disease now.



Responsibilities

- Work alongside the Fundraising Campaigns Manager, and colleagues around the world, to create engaging content for the Kiss Goodbye to MS campaign (e.g. social media posts, web articles, newsletters)
- Create, schedule, and publish social media posts on the Kiss Goodbye to MS Facebook, Twitter, and Instagram accounts.
- Provide stewardship with supporters, and set up new engagements with our online community through Facebook Fundraising.
- Monitor the Kiss Goodbye to MS email inbox, messenger and fundraising platform to ensure all enquiries, and fundraising actions are responded to promptly
- Collect and document information about global Kiss Goodbye to MS activities for use in the post-campaign evaluation
- Support the Fundraising Campaign Manager with the production and dissemination of materials

Person specification

We are looking for someone with enthusiasm for fundraising, communications, social media and global action. Confidence in these areas, along with a methodical approach and 'can-do' attitude, are essential. Skills in customer experience is highly desired.

Preferable working days are Wednesday, Thursday and Friday

Essential:

- Strong written and verbal communication skills, with experience working across a range of communication channels (e.g. social media, websites, newsletters, email)
- Strong interpersonal skills: confident in communicating in-person and over the phone with people from different countries and backgrounds
- A knowledge of fundraising and the motivations to raise money
- Experience in tailoring communications to engage a variety of audiences
- IT literate: proficient in Microsoft Office and quick to adapt to new software
- Confident prioritising a busy, shifting workload with tight deadlines
- Confident working independently and as part of a team

Desirable:

- Understanding of the demands of working internationally across diverse cultures
- Experience of working on a digital campaign, preferably in the charity sector
- Basic knowledge of Adobe Photoshop, InDesign, Google Analytics and/or video editing software is desirable
- Experience of compiling newsletters (e.g. using Get Response or a similar software) and/or working with a websites (WordPress or similar)
- Experience managing social media channels for a campaign or organisation
- Experience communicating with an international audience

How to apply

Applicants must be eligible to work in the UK.



MSIF is an equal opportunities employer.

To apply, please email your CV and a covering letter (no longer than 500 words) explaining why you want the role and how you meet the criteria above to recruitment@msif.org.

Please also include two professional references. References will only be contacted if an offer has been made.

Applications must be submitted by 9am on Monday 11 March. Interviews will take place on Thursday 14 March.

Eligibility

In your covering letter, please state clearly if you have the right to work in the UK. Due to the nature of this role and the current immigration context in the UK we will not be able to support an employment visa, sponsorship or relocation for this position