Fundraising 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 15 April - Wednesday 10 June 2020.

Deadline for applications: Tuesday 10th March

Interviews: Tuesday 17th March

Relationships: Reports to the Fundraising Campaigns Manager.

Job purpose

In this role, you will support the world largest international 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 counties around the world. This year we are launching a new Virtual Challenge called the May 50K, and this is what you will work on.

The Campaign Support Officer will

- Provide email and phone support to help stakeholders with their campaigns.
- Source and create digital content to support and promote the campaign.
- Help to manage and monitor social media accounts.
- 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.

This year we are launching the May 50k, this pilot is a Virtual event whereby supporters run, walk, cycle, swim and move 50km through the month of May, ending on World MS Day (30th May).

Responsibilities

- Work alongside the Fundraising Campaigns Manager, and colleagues around the world, to create engaging content for the May 50K campaign (e.g. social media posts, web articles, newsletters).
- Gather Case Studies from supporters over the phone, or video call.
- Write and deliver Press Releases.
- Create, schedule, and publish social media posts on the May 50K Facebook, Twitter, and Instagram accounts.
- Provide stewardship with supporters, and set up new engagements with our online community through Facebook Fundraising.
- Monitor the May 50K email inbox, messenger and fundraising platform to ensure all enquiries, and fundraising actions are responded to promptly.
- Collect and document information about global May 50K activities, and those attached to our Kiss Goodbye to MS campaign, for use in the post-campaign evaluation.
- Support the Fundraising Campaign Manager with the production and dissemination of materials.
- Track trends from the campaign and others, to produce reactive content.
- Assist with wider tasks with the Fundraising Team.

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 website (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 Tuesday 10th March. Interviews will take place on Tuesday 17th 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.