

Job description – Fundraising Officer

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

Salary: £30,134

Hours: Full time (flexible working available).

Relationships: Reports to the Senior Fundraising Campaigns Manager.

Job purpose

The Fundraising Officer will be an active part of the MSIF fundraising team. They will have a particular focus on individual and event-based fundraising, but also sharing responsibility for other activities including corporate and foundation approaches. The Fundraising Officer will lead supporter care and social media, whilst being a key part of administration, planning and development of events and other fundraising activities.

You will be working on The May 50K (Kiss Goodbye to MS), Against MS, Cykelnerven, MSIF and World MS Day donations, and other areas of fundraising. All positions at MSIF manage their own administration.

The Fundraising Officer will

- Lead supporter care by provide email and phone support to help stakeholders with their campaigns, donation.
- Source and create digital content to support and promote the campaign.
- Manage and monitor social media accounts.
- Monitor Facebook fundraising and steward those fundraising on it.
- Monitor and help manage our innovative fundraising and digital platforms.
- Carry out administrative tasks such as updating the database.
- Keep on top of the fundraising market and trends through research.
- Conduct research on foundations and companies that might support MSIF.
- Support and lead approaches to the identified foundations and companies.

Responsibilities

- Lead on social media for Kiss Goodbye to MS and Fundraising posts on MSIF. This includes Instagram, Twitter and Facebook
 - Research content and posts (e.g. Memes, repeat posts from previous years, news stories from MSIF etc.).
 - Work with Communications team on crossovers.
 - Our aim is three posts per week on FB and Instagram. Three per week on Twitter.
 - Brief Fundraising Campaigns Manager on any imagery you need creating.
 - Respond to comments and stories. Retweet and repost mentions.

- Gather Case Studies from supporters over the phone, or video call.
 - Contact past supporters, or ask those currently fundraising.
- Write and deliver Press Releases.
- Provide stewardship with supporters, and set up new engagements with our online community through Facebook Fundraising.
 - Download daily reports to make sure you respond to those signed up in 48 hours.
 - Sending fundraising packs.
 - Track stewardship and update our database.
- Monitor and manage the May 50K/Kiss Goodbye to MS email inbox, messenger and fundraising platform to ensure all enquiries, and fundraising actions are responded to promptly.
- Track our fundraisers through social media and online to keep fresh conversations.
- Support the Fundraising Campaign Manager with the production and dissemination of materials.
- Monitor and order stock for fundraising (t-shirts, medals and resources)
- Track trends from the campaign and others, to produce reactive content.
- Send thank you letters and receipts for donations.
- Take an active role in research and developing new fundraising ideas and ways to promote them.
- Research foundations and companies that might support the work or fundraising events of MSIF.
- Draft fundraising proposals for target foundations and companies (excluding the healthcare sector).
- Support and, where appropriate, lead approaches to foundations and companies (excluding the healthcare sector).
- Support the Director of Fundraising & Engagement to manage relationships with foundations or companies (excluding the healthcare sector) from which funding has been secured. Where appropriate, lead the day to day interaction.
- 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. You should have some experience of supporting fundraisers/donors/customers in a charitable or event based environment. Confidence in these areas, along with a methodical approach and 'can-do' attitude, are essential. Skills in customer experience is highly desired. Experience writing funding proposals, or at least transferable skills and enthusiasm to develop these skills are also highly desired.

Essential

- Strong written and verbal communication skills, with experience working across a range of communication channels (e.g. social media, websites, newsletters, email, Word).
- 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.
- Writing funding proposals for foundations, companies or major donors.
- Managing relationships with funders, e.g. foundations, companies or major donors.

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.