

## Fundraising Campaigns Manager

<b>Title</b>	Fundraising Campaigns Manager
<b>Contract:</b>	Permanent - Full-time, hybrid and flexible working available (must be able to attend the London meetings at least once every 6 weeks).
<b>Location</b>	MS International Federation (MSIF), Skyline House, 200 Union Street, London SE1 0LX. Must be UK Based (all staff are currently working remotely, with access to the office on a voluntary and needs basis).
<b>Relationships</b>	Reports to the Director of Fundraising & Engagement. Line manages the Fundraising Officer. Works closely with all staff members, in particular the Communication, campaigns and advocacy team. Plus international member organisations, supporters and volunteers.
<b>Authority</b>	Responsible for a budget of around £200,000.
<b>Salary</b>	£42,922
<b>Job Purpose</b>	<ol style="list-style-type: none"> <li>To lead the growth of our exciting international fundraising campaigns: <ul style="list-style-type: none"> <li>The May 50K (<a href="http://www.themay50k.com">www.themay50k.com</a>) and;</li> <li>Cykelnerven (<a href="http://www.cykelnerveninternational.org">www.cykelnerveninternational.org</a>).</li> </ul> </li> <li>Supporting the development of new fundraising campaigns.</li> <li>Supporting the Fundraising Officer to grow our audience of DIY fundraisers doing runs, walks, cycles, climbs and other events.</li> <li>Support the fundraising development of MSIF member organisations around the world, where needed.</li> </ol>

### About the MS International Federation (MSIF) and our movement

The MS International Federation is a unique global network of MS organisations, people affected by MS, volunteers and staff from around the world. We have 47 member organisations and we are in contact with more than 50 additional organisations worldwide. We are all working together, as the global MSIF movement, to improve the quality of life of everybody affected by MS and to end MS forever.

The MSIF secretariat in London has 20 staff and acts as a central point of communication for the whole movement, facilitating collaboration among members, convening members for learning and networking opportunities and providing capacity building support to new and emerging MS organisations

2022 is the final year of our strategy: 'Together we're stronger than MS'. This is an exciting time to join MSIF, as we are currently developing our new strategy, ready for launch in 2023. This strategy will be for the whole MSIF movement, not for the secretariat alone. Throughout this strategy, member organisations will be central in designing, resourcing and implementing projects to tackle the big challenges for people affected by MS around the world.

**Our current strategy has five interconnected strategic aims. The number of aims is likely to reduce in the new strategy.**

				
Greater scientific understanding and new treatments	Improved access to treatment and healthcare	A stronger, broader MSIF movement	Confident and informed decision making	Positive changes in attitudes, policies and practices

## Job Description

This role will suit a strategic, collaborative person who likes to take the lead and get things done. It requires an appetite for hands-on work as well as the technical skill and authority to bring together high-level fundraising staff from our member organisations to facilitate their contributions to collaborative projects.

As a federal organisation, MSIF has a responsibility to its members to not compete for the same fundraisers and income. Our fundraising needs to be distinct, attractive and successful and it works best when our members are consulted and involved. Our different strengths and capacities, allied to our global reach enable us to offer something unique, and this role is key to turning those strengths into fundraising events/campaigns that people love.

The aim of our fundraising work is not only to raise funds for the central MSIF activities, but also to help with the tools to increase the funding of our members.

From virtual fundraising campaigns like The May 50K, to in-person events like Cykelnerven; this role has a broad remit and we need someone with the technical and event expertise to deliver that. In addition, you will be one of the focal points for training and supporting fundraisers from around the world, to help build their fundraising capacity. This will involve international travel, to attend Cykelnerven and visit MSIF members.

## Responsibilities and tasks

### Core approaches

Below are a set of core approaches, which are central to this role:

- Ensure MSIF members are consulted and engaged in MSIF fundraising events. Wherever possible they should be co-owned and collaboratively implemented by our member organisations by coordinating, inspiring, and maintaining momentum with key staff and volunteers.
- Ensure involvement in decision making from a variety of members. If member organisations take the lead on particular elements, support them in that role.
- Determine the most appropriate way to deliver fundraising activities, making judgements about what would be most effectively led by members and what would be best carried out by MSIF.
- Actively involve people affected by MS in our fundraising, and ensure people affected by MS are reflected in our campaigns, and the marketing that promotes them.

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## **Specific responsibilities and tasks:**

### **General**

- Manage and train Fundraising Officer.
- Lead on support plans for donors.
- Lead on social media account changes and admin.
- Lead on reporting and insights for social media and marketing across all fundraising campaigns.
- Lead on digital marketing and content for all fundraising campaigns.
- Support members in partnership with the Organisation Development & movement Building Team.
- Support Fundraising Officer on fundraising newsletter.
- Update income and expenditure reports.
- Manage fundraising websites.
- Work with the Director of Fundraising, Fundraising Officer and member organisations on corporate sponsorship and engagement opportunities
- Support the Director of Fundraising on development of new fundraising campaigns

### **The May 50K**

- Manage the advertising agency.
- Lead on material and resource planning, including;
  - photoshoots, fulfilment, materials, designers, translation.
- Lead on reporting & performance evaluation.
- Lead on website developments.
- Lead on coordinating the national MS organisations from around the world that participate in the campaign.
- Manage the budget and income.
- Work with the Director of Fundraising & Engagement, MS Australia and other member organisations to develop and implement the growth strategy.
- Support Fundraising Officer.
- Work with MS Australia to plan and implement campaign developments.
- Support community management.

### **Cykelnerven**

- Lead on marketing
  - Hiring agency (if needed), writing briefs, coming up with creative.
  - Evaluating marketing performance.
- Lead on materials and resources.
- Lead on reporting and evaluation.
- Work with Danish MS Society to plan and deliver event.
- Attend event to support cyclists.
- Work on supporter care planning.
- Manage the budget and income
- Working with Director and Fundraising Officer to maintain relationships with cyclists, teams and companies.

### **Against MS**

- Support Fundraising Officer on marketing.
- Support Fundraising Officer on campaign planning
  - Hiring agency, writing briefs, coming up with creative.
- Develop strategy for growth and/or evolution of the whole DIY fundraising platform.

- Support Fundraising Officer on materials and resources.
- Support Fundraising Officer on supporter care planning.
- Support Fundraising Officer on website.
- Manage the budget and income.
- Support Fundraising Officer on reporting.

## Person Specification

Essential	Desirable
Knowledge and understanding of peer-to-peer and/or event fundraising.	Experience of working in an international organisation.
A demonstrable track record of success in peer-to-peer campaigns and/or event fundraising.	Experience of planning and implementing fundraising campaigns/events with international reach.
Demonstrable experience of managing successful Facebook marketing, google analytics, and websites. Both personally and through an agency.	Copywriting experience.
Evidence of relationship building, influencing and collaborating with stakeholders from different backgrounds and cultures in a way that inspires confidence and commitment and encourages ideas and initiative from others.	Skilled in the use of the Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premier).
Fluent spoken and written English with the ability to communicate effectively at all levels.	Knowledge of data protection regulations (GDPR) and how they apply to charitable organisations.
A self-starter who is able to take a hands-on approach.	Language skills in Spanish, French, Portuguese, Arabic or another second language.
Proven ability to communicate complex and technical information in an accessible way, tailoring information to specific audiences and channels.	Experience of working within a membership or federated organisation.
Creative and innovative approach to fundraising, showing enthusiasm for keeping on top of new developments and for acquiring new digital skills in the fast-moving world.	
Project management skills including coordination, monitoring and evaluation.	
Strong planning and prioritisation skills, able to manage a busy and varied schedule, working calmly to reach deadlines.	
Meticulous eye for detail in all areas of work.	
Experience of commissioning and managing contracts with a range of suppliers and consultants.	
A flexible and cooperative team player who demonstrates an ability to work effectively and is	

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able to make positive contributions to group work.	
An international world view and appreciation of diverse cultures.	
Experience of managing, coaching and developing staff/volunteers with varying levels of experience.	
Prepared to travel internationally occasionally.	
An interest in multiple sclerosis/health/disability.	