



<b>Job Title</b>	:	Fundraising Manager
<b>Contract</b>	:	Permanent
<b>Salary</b>	:	£32,500
<b>Hours</b>	:	35 (9.30am – 4.30pm with ½ hour paid lunch break)
<b>Location</b>	:	Glasgow, with some hybrid working negotiable
<b>Reports to</b>	:	CEO
<b>Direct Reports</b>	:	Fundraising Assistant (currently vacant)

### **About Revive MS Support**

More than 15,000 people live with MS in Scotland, the highest prevalence of any country in the world. Based in Glasgow, Revive MS Support provides specialist multi-disciplinary services and support for those living with the disabling and debilitating symptoms of MS, and their families and carers.

### **Job Role**

A significant proportion of our income is raised by our successful Grants Team, so the focus of this role will be to develop opportunities for income generation primarily through community and events fundraising, both within and outwith the Revive MS Support Centre. There will also be opportunities to develop other areas such as individual giving and corporate support.

This is an exciting role for a fundraiser with experience of one or more income streams, or a sole fundraiser looking for a new challenge. The Fundraising Manager will work closely with the Communications and Marketing Manager and Digital Marketing Officer to maximise engagement and promote opportunities for new and existing supporters to support the work of Revive MS Support.

### **Job Purpose**

This post is a key role within Revive MS Support and will work closely with the CEO and Senior Management Team to develop and implement strategies and plans for fundraising to ensure that our income matches our ambition.

### **Key Responsibilities**

#### **Management and Planning**

- Develop, implement, and monitor the Revive MS Support fundraising strategy
- Plan, agree and implement the fundraising plan and event calendar, ensuring key measurable activity and outcomes are delivered, monitored, and evaluated
- Develop and monitor budgets, making recommendations for strategic investment to develop the capabilities and effectiveness of fundraising at Revive MS Support
- Plan and deliver key events throughout the year supported by the Fundraising Assistant and volunteers as required
- Support and line manage the Fundraising Assistant in the development of fundraising activities to ensure that these are delivered against targets
- Contribute to meetings with the Board of Trustees as requested and prepare Board reports for monitoring

- Ensure that all fundraising activity complies with statutory and regulatory requirements, and is regularly reviewed to implement best practice
- Attend fundraising or other appropriate events as a representative of Revive MS Support as required and where possible
- Any other appropriate duties as required

### **Supporter Care**

- Develop personalised donor and supporter journeys, which make our donors feel valued and encourage increased donations, repeat giving, and repeat activity
- Manage and update the contact database to ensure donor contact, fundraising and preference information are accurately recorded in line with GDPR.

### **Event Management**

- Develop new and creative fundraising events and activities to maximise supporter engagement, always considering appropriate ROI
- Lead on the planning and successful delivery of fundraising events, including securing sponsorship, prizes etc
- Inspire and motivate supporters to raise funds by taking part in 3<sup>rd</sup> party events or doing their own fundraising activity
- Develop fundraising products for community fundraisers both within and outwith Revive MS Support's centre
- Work with the Digital Marketing Officer to explore potential opportunities with Facebook Fundraising and similar
- Identify opportunities for volunteers to support Revive MS Support's fundraising

### **Other Fundraising**

- Work with the Communications and Marketing team to identify and develop fundraising appeals aimed at generating both restricted and unrestricted income
- Research and identify opportunities for support from local businesses & corporates - employee fundraising, sponsorship opportunities and charity of the year partnerships.
- Manage all legacy activity including promotion of gifts in wills and administration of notified bequests

### **Publicity and Promotion**

- Work closely with the Communications and Marketing Team to ensure that the fundraising calendar of events and activities is widely promoted both within the centre and through digital channels
- Work closely with the Communications and Marketing team to ensure any fundraising literature is up to date and relevant
- Manage the procurement and sale of branded merchandise and other goods

### **Person Specification**

#### **Essential**

- Minimum of 2 years' experience in a comparable role
- In-depth knowledge of fundraising best practice
- Experience of developing and implementation of strategic and operational plans

- Experience of budgeting and managing resources
- Demonstrable ability to develop, achieve and exceed agreed income targets, and report against these
- Significant evidenced experience of organising and managing successful fundraising events
- Significant evidence of developing and managing supporters and supporter journeys
- Excellent written and verbal communication skills and proven ability to influence in both mediums
- Demonstrable knowledge of compliance with fundraising regulations and GDPR
- Experience of working 'hands on' as part of a small team, in a supportive, flexible and friendly manner. You will also have experience of working autonomously with a minimum of supervision, able and willing to refer or consult when necessary
- Organised, self-motivated, and able to manage a large and varied workload to meet competing deadlines while working on one or more complex projects at the same time
- Experience managing a fundraising CRM system such as eTapestry

#### Desirable

- Experience of working in the Third Sector
- Experience working in a leadership role or managing a fundraising team
- Experience of Facebook Fundraising and Give Panel
- Awareness of the experience of people affected by multiple sclerosis.

#### **Special conditions**

There is a need within this post for the holder to be flexible about hours of work, with the requirement for occasional work in the evenings and weekends.

The postholder must be willing to, on occasion, travel across Scotland and, potentially, elsewhere in the UK