



Providing information you
can trust, supporting the
MS specialists you need

Individual Giving & Legacies Manager Information for applicants

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Contact for enquiries:

For an informal and confidential discussion about the role, please contact our recruitment partner:

Vikki Park, Principal Consultant, NFP Consulting

T: 07495 259 123

E: vikki.park@nfpconsulting.co.uk

Please contact us if you require this job pack in an alternative format.

Letter from the CEO

Thank you for your interest in the role of Individual Giving & Legacies Manager at the MS Trust.

The MS Trust is a UK charity that believes that no one should have to manage MS alone. We provide trusted information to help people with MS live the best life possible; train and educate MS health professionals to offer the best care and fund MS nurses in the areas of greatest need.

Since we were established in 1993 our focus has been to ensure people with MS can live life to the full. Last year saw demand for our services and support increase significantly and we've set ourselves a target to help more people than ever in 2021.

It's an exciting time to be joining us at the MS Trust as we work together to meet this challenge. As well as training MS health professionals and funding new MS specialist nurses and Advanced MS Champions across the UK, we're growing our public information and our Enquiry Service, developing our volunteer programme and increasing our focus on involving people living with MS in our work and championing diversity in all that we do.

As Chief Executive I'm proud to work alongside passionate and talented colleagues on this amazing cause.

I would like to take this opportunity to invite you to make your own personal contribution to our challenge, and work with us to make a real difference every day to the lives of the 130,000 people living with multiple sclerosis in the UK.

David Martin
Chief Executive

About us

130 people are diagnosed with multiple sclerosis every week in the UK.

The MS Trust is here for everyone affected by MS, from the moment of diagnosis and throughout their journey. We're here for them today, tomorrow and every day after, making sure a life with MS isn't a life defined by MS. We fight to make sure everyone affected by multiple sclerosis can access good quality, specialist care and live the best life they possibly can.

We believe people with MS should be equal partners in their care; to accomplish that, we provide trusted information. Working with people with MS and their health professionals, our dedicated, professional team ensures that the information we provide is accurate, up-to-date and practical. This includes:

- producing high quality, evidence-based information resources
- investigating and disseminating current research and news about MS
- connecting people online and through social media – enabling communities to form and share their MS journeys
- our Enquiry Service team are a friendly and knowledgeable helpline for anyone who needs to know more about MS.

We support and train MS health professionals and fund MS specialist nurses and Advanced MS Champions across the UK. MS specialist nurses are vital in helping people living with MS deal with their diagnosis, consider their treatment options and adjust to living well with MS. We're working with the NHS to fund new MS specialist nurses and Advanced MS Champions across the UK in areas that need them most. We also provide the essential training for every new MS specialist nurse in the UK, through residential training, study days and the biggest annual conference for MS professionals in the UK.

It's wholly due to the generosity of our supporters that we can continue to provide our invaluable services for people living with MS and their families.

Working at the MS Trust

We are a small and friendly team of around 30 staff and a growing number of volunteers.

In our 2021 staff survey 96% of staff said they would recommend the MS Trust as a good place to work.

The top 5 things our staff like about working at the MS Trust are:

- *My colleagues*
- *Feeling that we are making a difference for people with MS*
- *The varied and interesting role*
- *The team spirit and support*
- *Passion and commitment for our goals*

We are based in a beautiful, listed building 5 minutes from Letchworth Garden City mainline train station – just 30 minutes from London and Cambridge. All our staff are currently working from home and we are planning for a flexible mix of office and home working in the future. 90% of our staff said that they have been supported to work from home effectively and 96% said that the MS Trust supports their wellbeing and mental health effectively.

“I joined the MS Trust at the start of 2020 and later that year I became a Mental Health First Aider. I had training in what to do and now offer support for colleagues with mental wellbeing in the workplace. It’s been great to make such a positive difference.” Marissa – MS Trust Mental Health First Aider

Join us at the MS Trust and help make a real difference every day. MS doesn’t stop and neither do we.

Job description

Hours:	28-35 hours per week
Responsible to:	Director of Fundraising & Marketing
Responsible for:	No direct reports
Location:	Home-working/ Letchworth Garden City
Contract type:	Permanent
Salary:	£36,500 FTE
Budget responsibility:	Expenditure: £38,000, Income: c. £580,000 (including legacy income)

Job purpose

To maintain and develop the MS Trust's individual giving programme, including targeted appeals, regular giving, in memoriam giving, legacies and payroll giving. To significantly increase net income by passionately communicating our work, engaging new and existing supporters, inspiring loyalty and enabling the MS Trust to continue to make a real difference for people affected by MS.

Principal accountabilities

The role will involve a number of tasks and accountabilities including, but not limited to:

Strategy

- Being responsible for the individual giving income and expenditure budget, monitoring income, preparing forecasts and accounting for variations in income
- Exploring opportunities for the MS Trust to strengthen its digital fundraising proposition
- Inputting into the overall fundraising strategy for the MS Trust and work with the team to deliver it

Stewardship and Engagement

- Ensuring our donors feel valued and maintaining our reputation for strong personal relationships with our supporters
- Developing a programme of communications, using a variety of different channels and propositions, to communicate with our donors in a personalised way and increase the size and value of the individual supporter base
- Writing engaging copy to enthuse and motivate active and potential donors and produce suitable, bespoke materials for communicating project work and MS issues to supporters
- Ensuring tax efficient giving is maximised throughout the programme and solicited appropriately
- Ensuring that our regular-giving work complies with all regulations and good practice in relation to data protection and data security

Legacy and In Memory Giving

- Proactively manage legacy giving including devising a plan to recruit new legacy givers
- Maintain relationships with identified legacy pledgers

- Maximise opportunity for in memory and tribute giving, utilising the MuchLoved platform
- Manage the legacy budget and expenditure

Measurement and Analysis

- Analysing income from individual donors overall, as well as through targeted campaigns, to evaluate and improve performance and inform strategies
- Developing a detailed understanding of the motivations and interests of the MS Trust's supporters through analysis and outreach to existing donors
- Staying abreast of the direct marketing market and activities of other charities to identify new market gaps and opportunities

General

- Ensuring that full and accurate records of all relationships and correspondence are maintained on the database
- Supervising the work of the Fundraising Support Officer in maintaining day to day administration for the individual giving programme
- Meeting long term and annual income targets as agreed with line manager
- Inputting into the publications of wider fundraising materials including website content
- Developing good working relationships with MS Trust staff, to ensure that when support from the wider staff team is needed, it is offered

The list of duties in this job description is not intended to be complete but is expected to act as a guide to main areas of key responsibilities.

Key relationships

The post holder will be expected to work with others as shown below:

Internal	Nature
Director of Fundraising & Marketing	Reporting to, agreeing strategy, objectives and carrying out regular reviews. Liaise on projects requiring funding and other support as required
FR Team	Work with FR team to identify future donors and contacts; share ideas and support colleagues
FR Support Officer	Support and supervise routine administrative tasks and ad-hoc projects
Database Manager	Work with to ensure that the database is structured to meet the organisation's needs.
Finance team	Regular liaison on appeals, gift aid, regular giving and donation processing/thanking
Chief Executive & senior management colleagues	Liaise on projects requiring funding and other support as required
External	Nature
Existing donors	Maintain and build on existing relationships to sustain loyalty and increase income
Potential donors	Identify potential new donors and engage with them with a view to developing a long term relationship and financial commitment
Muchloved	Maintain relationship and ensure the MS Trust derives maximum benefit from our presence on the platform
Design and/or creative agencies	Brief and manage agencies to ensure development of appropriate materials in line with needs and budget

Person specification

	Essential	Desirable
Experience / background	<p>A passion for and thorough understanding of donor care and stewardship with proven success of driving donor acquisition and development</p> <p>Proven experience of appeal copy writing and direct mail campaign implementation and delivery</p> <p>Demonstrable record of meeting and exceeding agreed targets, both income and expenditure</p>	<p>Proven experience of success in establishing digital fundraising campaigns</p>
Specific knowledge/skills	<p>Significant experience and proficiency of working with fundraising CRM package and data segmentation processes</p> <p>Sound experience of producing, analysing and interpreting statistical data to guide decisions and using donor segmentation to drive donor journeys.</p>	<p>Experience of Raisers Edge</p> <p>Experience of design packages</p> <p>Understanding of regulations regarding Gift Aid and Data Protection</p>
Personal attributes	<p>Excellent written and verbal communication</p> <p>Able to plan, implement and manage tactical programmes</p> <p>Demonstrate a willingness to understand the impact of a long term medical condition</p>	
Business acumen	<p>Able to identify key issues, propose appropriate actions and make high quality and timely decisions</p> <p>Able to persuade and influence at all levels both inside and outside the MS Trust</p> <p>Able to work under pressure, prioritise work, handle multiple tasks and</p>	

	<p>achieve deadlines</p> <p>Able to challenge creatively and generate imaginative and innovative ideas</p>	
Team player/ management skills	Able to participate positively both as a team member and on a one-to-one basis	
Other	N.B. There will be occasional evening and weekend activities	

How to apply

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Applications are submitted in the format of CV and Supporting Statement, matching your skills and experience to the person specification – www.nfpconsulting.co.uk/jobs

Timescales

- The closing date for applications for this role is 10.00am on Monday 10th January 2022
- First round of interviews will be held virtually in the week commencing 17th January
- A second round of interviews will be held week commencing 24th January.

Selection process

Shortlisting of applications will be based on the information supplied in the application using the selection criteria in the person specification.

Shortlisted candidates will be invited to interview. We will not contact you if you have been unsuccessful at the application stage and, if you have not heard from us within two weeks of the closing date for applications, you should assume you have been unsuccessful.

Living Wage employer

The MS Trust is proud to be a Living Wage employer. This means that we are recognised by the Living Wage Foundation as paying a higher level salary than the minimum wage set by the UK government, calculated in relation to the cost of living.



Our Location:

Spirella Building
Letchworth Garden City
SG6 4ET

We are based in Letchworth Garden City. Just 5 minutes from the mainline station with regular fast trains taking 30 minutes to both London and Cambridge. Our staff are currently home working and we are happy to discuss options for flexible office / home-based working for this role.

Our benefits package

In addition to the salary, the MS Trust provides a variety of benefits. Our generous holiday entitlement is 28 days plus bank holidays, per annum pro rata. Holiday entitlement increases with length of service up to 30 days. We provide a workplace pension with an employer contribution of 5%. We also offer a cycle to work scheme through salary sacrifice, season ticket loans and contractual sick pay. There is free parking most days of the year.