



Role:	Interim Head of Income Generation
Contract:	6 months FTC, Full or Part Time considered
Salary:	£50,000 pro rata
Location:	Remote working (home-based, occasional meetings in London/elsewhere and supporter meetings)
Terms:	28 days annual leave (FTE) plus a day off for your birthday and bank holidays Flexible working Remote working Pension Employee Assistance Programme
Reporting to:	Chief Executive
Direct Reports:	Trusts and Foundations Fundraiser 0.4 FTE (freelance); Fundraising Assistant 0.6 FTE

ABOUT OVERCOMING MS

Multiple sclerosis (MS) is a disease of the brain and spinal cord which affects different people in different ways. Overcoming MS is the world's leading multiple sclerosis healthy lifestyle charity. Our vision is a world in which living a full and healthy life with MS is possible for all.

Every five minutes, someone, somewhere in the world is told that they have MS. There are currently 2.9 million people in the world living with MS. When you're diagnosed with MS, in just seconds, the future that you saw for yourself and your loved ones has been shattered. A diagnosis often comes at a time when you're in the prime of your life, when you should be planning your future, not facing a lifetime of uncertainty. Knowing you have MS can feel incredibly isolating and lonely.

Currently, there is no cure for MS. But Overcoming MS is here to provide hope: through lifestyle changes, backed by scientific research, a full and healthy life with MS is possible.

Overcoming MS is here to:

- **INFORM:** Ensure people are aware and fully informed about the Overcoming MS Program as an evidence-based way to self-manage MS through healthy lifestyle choices.
- **SUPPORT:** Giving people the confidence to follow the Overcoming MS Program through our range of events, webinars and content, plus facilitating peer to peer support through our accessible and responsive community.
- **EMPOWER:** Helping people with MS feel more hopeful, optimistic, and confident, knowing they can take control of their MS and lead a full and healthy life.
- **COLLABORATE:** Influence and work with the broader MS community, healthcare professionals and other experts to increase our reach and our impact.

ROLE PURPOSE

In the past, a large proportion of our funding has generously come from one Trust. Whilst still having their confidence, we have made a strategic commitment to reduce our dependence on one core funder and to diversify our income generation through a wider number of sources. We have put some steps in place to achieve this, but are now looking for a dynamic and strategic individual to move us forward.

We have excellent quality, high impact-rated services and a warm, long-standing community. We are looking for support to create long-term and sustainable income streams that make the most of our assets and allow us to plan for strategic growth. We're not looking for a consultant to give us advice, we want someone to lead a transformation to a fundraising culture and develop integrated income-generating projects.

You will work with the Overcoming MS team, Board and community to ensure we engage and inspire more people to give to Overcoming MS to optimise income in the short term and build foundations for future growth. You will drive fundraising performance and financial sustainability in line with annual plans and budgets to increase our organisational reach and impact.

RESPONSIBILITIES

- Develop the overall fundraising function within Overcoming MS, working with the CEO to develop the fundraising strategy to transform income generation for the next decade. Maintain the delivery of our fundraising targets in 2024 as well as getting plans in place for 2025 and beyond.
- Work with the Senior Leadership Team to identify the strategic case for support proposition and fundable products within the Overcoming MS provision. Help build a planning process that integrates funding possibilities upfront in decision making, alongside other business priorities.
- Prioritise building a pipeline of corporate partners, major donors, and legacy pledgers to grow income over the medium to longer term. Manage and develop relationships with prospective high value donors, delivering excellent supporter engagement, stewardship and reporting on the impact achieved.
- Work with the entire Overcoming MS team, Facilitators, Board, volunteers and community to create a fundraising culture, and in support of identifying prospective, and stewarding, high value donors.
- Lead and develop the fundraising team to work together to optimise all relationships and income generating opportunities across all income streams, including the development of the trusts and foundations programme, and the challenge and community events portfolio. Ensuring they deliver the excellent funding applications, communications, and stewardship.

- Act as a member of the Overcoming MS Senior Leadership Team, contributing to wider strategic planning and operational delivery. Prepare annual business plans and budgets, making sure our resource planning is effective and realistic, integrating plans with those of other teams to contribute to the overall organisational plan and budget. Oversee all fundraising risk, working with others to instigate mitigations to protect the charity's income and reputation.
- Fulfil other reasonable duties as required

PERSON SPECIFICATION

Being a values-driven organisation, it is essential that you are able to demonstrate your commitment to Overcoming MS values. The values and behaviours that would most readily support this role, include:

- **Collaborative** – proactive member of the Overcoming MS team, willing to share expertise and offer support to other teams for the benefit of the organisation as a whole.
- **Empowering** – involves, inspires and equips others including senior stakeholders, staff, volunteers, supporters to represent and raise money for Overcoming MS.
- **Evidence-based** – as a small team we ensure decisions about our fundraising approach are evidence-based to target our valuable resources most effectively and draw on latest insight and sector best practice.
- **Inclusive** – we believe we can all help. We aim to create a range of different ways to give and get involved that will inspire our community to help, including people with experience of MS.
- **Dynamic** – able to focus on biggest opportunities and work at pace to deliver results, a self-starting attitude with the ability to be flexible and adapt to the internal and external environment.

A successful candidate must be able to demonstrate the following required skills and experience in their application:

- Proven track record of delivering high value fundraising and meeting fundraising targets.
- Significant experience of identifying and establishing partnerships that meet the needs of all parties.
- Solid understanding of income generation opportunities, outside of regular fundraising income lines. Demonstrable ability to identify and secure new sources of funding.
- Experience of developing and implementing fundraising strategies, regularly reviewing them and monitoring against KPIs.
- Good understanding of using charity databases to make the most of supporter relationships.
- Knowledge of fundraising best practice and fundraising code of practice and relevant legislation.
- Excellent networking and relationship building skills.
- Experience of writing compelling cases for support for donors and supporters.
- Ability to communicate effectively and passionately to others about the cause.
- Ability to meet deadlines and manage multiple work streams and prioritise resources effectively.
- Results-driven and self-motivated, works on own initiative and manages team workload effectively.

- A strategic and creative thinker with an entrepreneurial spirit, able to identify and harness new opportunities and trends to drive income growth.
- Experience of global fundraising would be an advantage.

Personal attributes

- Passionate about giving hope to people with MS to lead a full and healthy life
- Willingness to work additional hours according to specific event demands
- Availability to travel to London for meetings and within the UK to meet and engage supporters as required
- Must be eligible to work in the UK

Why work for Overcoming MS?

WE MAKE A DIFFERENCE TO PEOPLE WITH MS

- **We make a positive impact on the lives of people with MS.** Those following the Program have reported the significant difference that it makes to them, their families and friends.
- **People volunteer to offer time to support the charity** as it has had such a big impact on them.
- Our projects and campaigns result in **real-life change**.

OUR WELLBEING MATTERS

- We help people in our community to live well with MS. **We also want our staff to live well.** We offer wellbeing support, particularly in line with areas of the Program such as meditation, and an Employee Assistance Programme, extended holiday benefits and staff survey to identify staff needs.
- We are **inclusive for people with MS**.

OUR COMMUNITY IS ENGAGED

- **There are many people who are very engaged with the Overcoming MS Program.** So, you will spend time with and be inspired by people with MS and those following the Program. This also offers the opportunity to learn from experts in their field, building your own networks and knowledge.
- There are opportunities around the UK to meet with members of the community.
- We hear first-hand and in real time the experience and voice of the community, reassuring us that our work is making a difference.

WE BENEFIT FROM REMOTE WORKING

- Remote working **saves you money** on travelling to and from work daily, and we meet in person as a whole team each quarter (which is reimbursed) to make sure we build team culture.
- It also **saves you time** that could be lost in commuting, giving you more time for what matters to you outside of work.

WE BENEFIT FROM FLEXIBLE WORKING

- We are a **flexible organisation**. We allow you to **determine the work pattern that works for you**.
- **We offer part-time hours**.
- We also allow flex to that work pattern. When you agree it with your line manager in advance, **you can change your working patterns to work for you on different days**, subject to the needs of the organisation. For example, some team members use part of their lunch break to pick up their children after school and we help you flex around medical appointments.
- **We offer TOIL for outside normal working hours, as agreed by your line manager and the needs of the organisation**.

WE RECEIVE TAILORED TRAINING & DEVELOPMENT

- We provide **tailored training** to help you develop in your career, which can include external training by professionals.
- As a small organisation, there are often more opportunities to explore new activities, ideas and opportunities, giving you the chance to **develop in your role and learn new skills aligned to your interests**.
- Also, as a small organisation with a more agile approach to decision-making we have the scope to be creative and pilot new ideas being mindful of financial risk and reputation.

WE ARE PART OF A SUPPORTIVE, WELCOMING TEAM

- **As a small team, we are a supportive, close-knit community**.
- We celebrate milestones together.
- Everyone can meet with trustees and have their say in our strategy and planning.
- **Everyone has access to and can talk to the Chief Executive**.
- **You get your birthday off!**

How to apply

Application is by way of a CV in the first instance.

Apply online at <https://nfpconsulting.co.uk/executive/job/24036>

Closing date: ASAP – interviewing on a rolling basis as position vacant now

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

Carroll Lloyd, Director, NFP Consulting