



Information Pack

Individual Giving Fundraiser

Based at

MS Ireland Dublin Office

Hybrid Role

MS Ireland Background

MS Ireland is the only national organisation working solely on behalf of people living with Multiple Sclerosis and the many thousands of people who share their lives. The aim of the Society is to enable people living with MS to live their lives to their fullest potential, to participate in all aspects of society and to foster research on a national and international basis to identify a cure for Multiple Sclerosis.

The objectives of the Society are:

- Facilitate People with Multiple Sclerosis (PwMS) to control their lives and environment, to live with dignity and participate in the community.
- Provide support for the families and carers of PwMS.
- To exchange and disseminate information relating to MS.
- To co-operate with the Medical, Scientific, Social and Caring professions.
- To promote scientific research into the causes of, cure for and management of MS.
- To provide and identifiable focal points by developing an efficient, effective and caring organisation to serve the needs of PwMS.

A wide range of services and programmes have been developed and implemented by the MS Society. These services and programmes are designed specifically to meet the needs of the MS community and to ensure that the fundamental aims of the MS Society are achieved on behalf of the MS community. Such services include:

- National MS Information Line
- MS news magazine
- Information booklets
- Sessional counsellors
- Respite care facilities
- Funds for MS research in Ireland
- National and Regional conferences on MS
- Regional offices with professional staff in each Health Board area
- 31 branches nation-wide

Multiple Sclerosis

Multiple Sclerosis is a serious condition, which damages the central nervous system-the brain and the spinal cord. MS occurs as a result of scarring the myelin sheath that insulates cells in the nervous system. This distorts the passage of nerve impulses between the brain and other parts of the body. It interferes with the brain's ability to control such functions as seeing, walking, talking etc. It's called multiple because many scattered areas of the brain and spinal cord may be affected and symptoms can be mild or severe and come and go unpredictably.

Multiple Sclerosis is the most common neurological disabling disease affecting young adults throughout Europe. 400,000 people in Europe are directly affected. 9,000 people in Ireland and in some parts of Ireland the rate is 1 in 400. The prevalence is higher in Northern Ireland and Scotland. There is yet no conclusive reason for this although intensive research has been carried out.

The typical age of diagnosis is the late twenties to mid-forties, when family and career are usually the priorities. Twice as many women as men have MS. There is as yet no known cure.

There is no typical MS, it is individual to each person, the progress is unpredictable so one general description or prognosis is not possible. This leads to other problems, not only do people with MS have to learn to cope with the disease, there will also be pressure on members of the family to take on the role of carer.

For more information about Multiple Sclerosis and the Multiple Sclerosis Society of Ireland please see www.ms-society.ie



This is an incredibly exciting time to join MS Ireland as the focus of the fundraising strategy is the creation of the best supporter experience to recruit more supporters and drive the lifetime value of our existing supporters. In this role the successful candidate will increase the supporter network and motivate potential supporters to engage with the organization longterm.

As the **Individual Giving Fundraiser** you will grow revenue from individual giving streams to meet overall income targets for MS Ireland. You will use your experience across direct marketing, digital platforms and advertising to lead and generate new opportunities across MS Ireland for supporter recruitment and retention across a range of channels (direct marketing, appeals, Legacy etc).

Reporting to the Fundraising Manager, this role will be responsible for ensuring that donors and supporters have a positive donor experience maximizing their lifetime value. You'll cultivate, solicit, and steward relationships with MS Ireland and contribute to the efforts of the fundraising team through project management and system support. This role will focus on low/Mid/Major Gifts, Planned Giving and building a legacy programme.

Commercially focussed, the ideal candidate will be;

- Educated to third level or equivalent, with a background in fundraising, marketing or business development.
- Experience in fundraising direct marketing /marketing experience in agency role with responsibility for managing large marketing programmes through a range of channels to generate income.
- Excellent interpersonal and communication skills.
- Must have a flexible approach and a commitment to solution based working.
- Demonstrate strong leadership skills to manage and drive exceptional results across a high performing team
- Possess strong analytical skills with a proven track record in data-led approach to donor development or database management and direct marketing experience
- Good understanding of the charity sector and the codes of best practice in fundraising and governance.

Necessary Qualifications

1. Third level Business or Marketing qualification
2. IT Skills (ECDL or similar desirable)
3. A full clean driving licence and access to a car.

JOB DESCRIPTION

Job title:	Individual Giving Fundraiser
Location:	MS Ireland National Office, based in Dublin – Hybrid Model of remote and office based
Purpose:	<p>As the Individual Giving Fundraiser you will grow revenue from individual giving streams to meet overall income targets for MS Ireland. You will use your experience across direct marketing, digital platforms and advertising to lead and generate new opportunities across MS Ireland for supporter recruitment and retention across a range of channels (direct marketing, appeals, Legacy etc).</p> <p>Reporting to the Fundraising Manager, this role will be responsible for ensuring that donors and supporters have a positive donor experience maximizing their lifetime value. You'll cultivate, solicit, and steward relationships with MS Ireland and contribute to the efforts of the fundraising team through project management and system support. This role will focus on low/Mid/Major Gifts, Planned Giving and building a legacy programme.</p>
Contract Duration:	Permanent after 6 month probation
Hours:	Full Time 35 hours per week – flexibility required
Reports:	Fundraising Manager
Key Liaisons:	The above, MS Ireland National Fundraising team, Communications team, Database and Operations Officer and external suppliers to deliver campaigns.

Key Responsibilities:

- Work with the Fundraising Manager to develop Individual Donor campaigns to deliver income, and to meet KPI's of donor development (including upgrade and cross-selling), donor retention, donor lifetime value and return on investment.
- Manage direct debit campaign
- Building a delivering a legacy programme for MS Ireland
- Manage tax back campaign
- Manage individual giving fundraising across various channels including online
- Ensure all individual donors are thanked and receipted.

- Ensure that all third party suppliers are managed effectively to deliver best value to MS Ireland
- Monitor and ensure that all donor management systems are fit for purpose and run smoothly.
- Manage expenditure budgets on an on-going basis ensuring all activity is implemented within budget and within defined budgets.
- Work closely with Communications team to ensure all key messages and outgoing communications are in line with organization messaging guidelines

PERSON SPECIFICATION

Education

1. Third level qualification in Business or Marketing.
2. IT Skills (ECDL course desirable)

Experience

A minimum of 1 years post qualification experience in a fundraising or sales environment.

Knowledge & Skills

1. Excellent organisational and administrative skills.
2. Excellent communication and interpersonal skills.
3. Experience of managing Marketing or Sales Campaigns
4. Proven IT skills to include MS Word, Excel and Powerpoint (ECDL qualification preferable) as well as Salesforce CRM or similar.

Applications to include CV and covering letter, by email to
recruitment@ms-society.ie

Please ensure you identify your email by stating “Individual Giving Fundraiser“
 in the subject bar.

MS Ireland is an equal opportunities employer

The above is a guide to the nature of the work required. It is not wholly comprehensive or restrictive. This job description will be reviewed in line with business needs.