



# Multiple System Atrophy Trust

## **Job Title: Events & Community Fundraising Officer**

**Hours and salary:** Full-time, £24 – 26K plus 5% pension contribution, 33 days (Inc. Bank holidays) annual leave entitlement

**Responsible to:** Senior Fundraising Manager

**Office Address:** 51 St Olav's Court, Lower road, London SE16 2XB

### **JOB SUMMARY**

- Focus on developing, promoting and monitoring the Trust's events while supporting community fundraising volunteers and events
- Encouraging supporters to meet their fundraising aims, providing support and guidance throughout their event journey
- Acting as the first point of contact between potential supporters and the Trust
- Identifying and introducing new events to the Trust's fundraising calendar with the Senior Fundraising Manager
- Undertake work outside normal office hours as and when necessary – this will amount to around 1 event per month, focussed mostly during the spring and summer months

### **KEY TASKS**

#### **Events Fundraising**

- Guide fundraisers throughout their supporter journey from initial enquiry to post event stewardship
- To maintain an accurate and up to date record on the Trust's database, of events and supporters
- To promote and administer MSAT's running, cycling, and other challenge fundraising events
- To liaise with external events organisers to identify new events for MSAT's growing base of supporters
- Creating and overseeing updates to fundraising packs and promotional materials
- To organise major events with the Senior Fundraising Manager, including those involving individual donors, or the Trust's memorial event as needed
- To ensure online giving pages are fully utilised by MSAT supporters and income from them accurately reported
- To meet budget targets for events – both individual events held by supporters and events where places are purchased by the Trust. e.g. London Marathon, Ride London and Great North Run
- To maximise events income and build a unique portfolio of events to attract new supporters to the Trust
- To organise resources needed for the Trust's presence at annual and ad hoc events
- To attend MSA Trust events and ensure participants are well supported and appreciated on the day

## **Community Fundraising**

- Liaise and develop relationships with fundraising volunteers nationwide to give them support and advice on the fundraising activities in their local areas.
- Help the volunteer network to grow and empower them with new and creative community fundraising and awareness raising initiatives
- Promote and maintain the Trust's current community appeals and contribute new ideas
- Liaising with community supporters and sending collection and fundraising materials as required
- Work with the Senior Fundraising Manager to target local organisations such as Rotary clubs and Women's Institutes to encourage fundraising.

## **Communications**

- To create and promote fundraising events and community initiatives on social media for the recruitment of new supporters and to raise awareness of MSA.
- To maintain, develop and update the Trust's fundraising section of the website
- Contribute new ideas for events and community fundraising through social media platforms and using online giving resources
- Support the Senior Fundraising Manager in the development of the Trust's fundraising communications strategy and key materials needed to promote events
- Responsible for coordinating with external suppliers to ensure appropriate publicity materials are sourced for Trust events

## **General duties**

- Participate in the day to day work of the organisation – such as reporting, attending meetings as required, and taking a flexible approach to general administrative and support tasks
- Support office staff with answering phone calls and enquiries
- Attend regional support groups to meet members from the MSA community
- Where necessary attend events to present the work of the Trust to potential supporters
- Participate in staff appraisals and appropriate training for the role
- Any other reasonable request commensurate with the role of Events and Community Fundraiser