



MSA Trust

Head of Fundraising Job Description

Title:	Head of Fundraising
Responsible to:	Chief Executive
Staff Management:	Senior Fundraising Manager; Individual Giving Officer; Events and Community Fundraising Officer;
Hours:	28 hours per week (negotiable)
Benefits:	Salary: c. £45,000 (pro-rated) 5% employer pension contribution 35 days annual leave to include bank holidays (pro-rated) Homeworking allowance.

Hybrid working arrangement is supported between home working and our office in Canada Water, London.

About us

Our vision is a world free of MSA and our mission is to find the cause and, ultimately, the cure for this rare neurological disease. Until that day, we will do all we can to support people affected by MSA and to strive to ensure that they are not alone on their individual journeys.

Job Summary

The purpose of this role is to lead our small fundraising team. You will also be directly responsible for maximising the charity's income from charitable trusts, corporate partnerships, legacies and bespoke fundraising appeals. You will review and manage the Trust's policy for data protection and ensure it meets all requirements for the protection of data under GDPR.

Reporting to the Chief Executive, you will review and implement the Trust's current fundraising strategy, as signed off by our Board of Trustees. The Head of Fundraising will be responsible for the line management of the Trust's Fundraising team

Key tasks

- To lead the implementation of the Trust's current multi-year fundraising strategy to maximise the income potential of the Trust
- To have overall responsibility for fundraising and ensure targets are met across the team
- To support the fundraising team in developing major donor fundraising; community fundraising; events fundraising; digital fundraising; regular giving and in-memoriam giving.
- Support the whole organisation to meet all statutory compliance regarding data protection and GDPR.

- To manage designated budgets and targets, ensuring accurate and timely allocation of gifts, pledges and ensure accurate updating of Raiser's Edge, the organisation's CRM database
- To be the Lead CRM User for the Fundraising Team, ensuring this is being used correctly and working with the Information and Services Lead to expand and improve where possible

Charitable trust key tasks

- To implement a targeted, strategic programme of charitable trust fundraising
- To develop appropriate and compelling cases for support, writing tailored funding applications
- To identify and build relationships with new trusts
- To undertake account management/development of a portfolio of key funder accounts
- To create opportunities to meet with funders on a regular basis
- To involve and brief colleagues regarding reporting practices for charitable trusts supporting our work

Corporate partnership tasks

- To undertake research from the Trust's existing relationships to find new potential corporate partnerships for the Trust
- To plan and develop corporate partnerships with new companies
- Ensure Commercial Participation Agreements are in place with new corporate partners

Legacy fundraising key tasks

- To sensitively promote legacies on Trust material
- To be the main point of contact for all legacy enquiries at the Trust
- To acknowledge and thank the next of kin for any legacy donations received, ensuring that any restriction to the gift is recorded on Raiser's Edge.

Fundraising appeals key tasks

- To undertake research to ascertain any potential new sources of appeal income, e.g. The Big Give and Radio 4 Appeal
- To plan and develop fundraising appeals with colleagues across the Trust;

Other tasks

- Line management of the fundraising team, including regular 1:1 sessions and annual appraisals
- Review, update and develop sound practice among the whole Trust in protecting data and maintaining excellent practice in GDPR.
- Report directly to the Board of Trustees via quarterly board papers
- To be an active and valued member of the Trust's Executive Management Team
- To work closely across all teams and the Support and Research Committees to identify new funding opportunities linked to projects
- To represent the Trust at networking and professional events
- Complete fundraising copy for each edition of *MSA News*
- Update the Trust website on a regular basis with new fundraising material
- Other tasks as and when required as instructed by the CEO or Trustees

Head of Fundraising Person Specification

	Essential	Desirable
Experience		
3-5 years minimum charitable trust fundraising	X	
3-5 years corporate fundraising	X	
Budgets/income management	X	
Evidence of reaching targets	X	
Line management of fundraising staff with own goals	X	
Legacy development		X
Health charity		X
Research charity/organisation		X
Knowledge		
Charitable trust fundraising techniques	X	
Legalities of fundraising and GDPR	X	
Use of research and market intelligence sources	X	
IT databases (MSA Trust currently uses Raisers Edge)	X	
Qualification from Institute of Fundraising		X
Knowledge of neurological issues		X
Knowledge of rare diseases		X
Abilities/Skills		
Strong written and verbal communication skills	X	
Demonstrable effective negotiation & persuasion skills	X	
Ability to understand/convey complex issues	X	
IT, particularly for presentations	X	
Attributes		
Tact and diplomacy	X	
Empathy	X	
Sensitivity	X	
Flexibility to grow with MSAT	X	