



08 June 2020

Job Offer: EMSP Fundraising and Development Manager

BACKGROUND

The European Multiple Sclerosis Platform (EMSP) was founded in 1989 as an umbrella organisation of 21 national MS societies. Today we are the voice of over 1 Million people with MS in 41 national MS societies from 35 European countries. EMSP represents their interests at European level and works collectively with its members to achieve together our common goals high-quality equitable treatment and support for all people with MS throughout Europe.

PURPOSE OF THE ROLE

The Fundraising and Development Manager will be responsible for spearheading EMSP's fundraising efforts by developing a fundraising plan, securing financial support, running special events for donors, and running other projects to ensure the organisation meets its annual goals.

The Fundraising and Development Manager will work to improve EMSP's "market" position and achieve the financial growth in line with EMSP's strategic plan by:

- building key sponsor relationships, identify business/funding opportunities, develop funding proposals in liaison with the Managing Director, negotiate and close funding contracts.
- maintaining extensive knowledge of current funding landscape and advise the CEO and the Executive Committee members accordingly.

The Fundraising and Development Manager will work in a senior position within EMSP: working with the internal team to increase funding opportunities and thereby maximize revenue for EMSP. To achieve this, the Fundraising and Development Manager will find potential new partners, present to them, ultimately convert them into sponsors, and continue to grow the activities in the future.

The Fundraising and Development Manager will also help manage existing sponsors and ensure they stay satisfied and positive.

Role:

The primary role of the Fundraising and Development Manager is to prospect for new potential sponsors by networking, approaching new companies and potential partners, advertising or other means of generating interest from potential sponsors. (S)he will develop persuasive approaches and pitches in liaison with the Membership and Communications Coordinator that will convince potential sponsors to support EMSP.



(S)he will develop a rapport with new companies and set targets for potential funding and provide support that will continually improve the relationship.

(S)he will grow and retain existing relationships by presenting the latest achievements and plans of EMSP to the sponsors.

(S)he will support the development of the Strategic planning as part of his responsibility to develop the pipeline to new potential sponsors or project partners/supporters.

RESPONSIBILITIES

New Development opportunities

- Prospect for potential new funders and turn this into increased growth for EMSP: including public (EU and others) funding, corporate/industry partners, donations, foundations.
- Cold call as appropriate to ensure a robust pipeline of opportunities. Meet potential funders by growing, maintaining, and leveraging the network.
- Identify potential funders, and the decision makers within the organisation/company/public funders.
- Research and build relationships with new sponsors
- Set up meetings between sponsors' decision makers and company's practice leaders.
- Plan approaches and pitches: work with team to develop proposals that speaks to the potential funders' needs, concerns, and objectives.

Funders Retention

- Present latest developments within EMSP and achievements and enhance existing relationships.
- Arrange and participate in internal and external sponsors debriefs.

Development Planning

- Attend events and functions organised by potential funders (EU funding, industry meetings, congresses and conferences) and provide feedback and information on market and creative trends.
- Present to and consult with mid and senior level management on business trends with a view to developing new projects of interest for EMSP or its members.
- Identify opportunities for campaigns and distribution channels that will lead to an increase in income.
- Using knowledge of the EU landscape and MS field, identify and develop EMSP's unique selling propositions and differentiators.

Management

- Submit progress reports and ensure regular and accurate data is provided to CEO.
- Work with the Membership and Communications Officer to ensure that prerequisites (like acknowledgements, respect of the Code of Conduct) are fulfilled within a timely manner.
- Ensure all team members is informed and updated on the tasks to be performed and deliverables to be produced.
- Support the rest of the staff on the implementation of the Fundraising strategy.



PROFILE OF THE CANDIDATE

Networking, Persuasion, Prospecting, Public Speaking, Research, Writing, Closing Skills, Prospecting Skills, Planning, Identification of Sponsors' Needs and Challenges, Knowledge of EU patients' organisations and current state of play, Professionalism.

- Minimum of 4 years of development and fundraising experience required
- Fluent in English
- A strong track record of successful fundraising events management, including sales, and experience with donor or membership programs
- Exceptional project management skills
- Managed large-scale fundraiser (raising more than €1,000,000 annually)
- Excellent writing and editing skills with the ability to synthesize complex ideas and tell compelling stories
- Actively engages in a culture of collaboration, accountability, and integrity
- Excellent time and work management skills and the ability to manage multiple projects efficiently
- Meticulous attention to detail with strong project management skills
- Strong research and analytical skills
- Progressive leadership experience with strong relationships, management skills, and strategic decision-making skills
- Ability to develop and implement an organization-wide fundraising vision

Starting date: as of June 2020

UP FOR THE CHALLENGE?

Please send a cover letter and a CV in English by email to [Mark Cunningham \(mc@cunninghamexecutive.eu\)](mailto:mc@cunninghamexecutive.eu) by the 26th June 2020 at the latest. Email subject should specify: “Application to the EMSP Fundraising and Development Manager post”).

Only shortlisted candidates will be contacted.

EMSP, June 2020.