

# FACE TO FACE FUNDRAISING OPERATIONS COORDINATOR JOB DESCRIPTION



## MEDECINS SANS FRONTIERES/DOCTORS WITHOUT BORDERS (MSF) UK

### JOB DESCRIPTION

<b>JOB TITLE:</b>	Face to Face Fundraising Operations Coordinator (FFDC)
<b>DEPARTMENT:</b>	Fundraising
<b>HOURS:</b>	40 hours per week
<b>LENGTH OF CONTRACT:</b>	FTC until October 2023
<b>LOCATION:</b>	London
<b>REPORTS TO (JOB TITLE):</b>	Face to Face Manager
<b>SALARY:</b>	£33,077.68 - £35,092.11 per annum (£29,577.68 - £31,592.11 p.a. non-London weighting)

#### FUNDRAISING DEPARTMENT

The Fundraising Department generates all UK income for MSF field operations globally and is solely responsible for covering MSF's operating costs in the UK. The Fundraising Department contains the Campaigns, Major Gifts, Community and Events and the Supporter Care teams. Along with the Digital team they delivered an income of £68.2 million in 2020.

The Campaigns team is headed by the Campaign Manager. This team is responsible for recruiting and developing our support from private individuals, raising 73% of MSF UK's total income in 2020.

The Campaigns team actively raises funds from the public, recruiting and maintaining this support through direct marketing campaigns, created in partnership with professional agencies. The team fundraises using channels such as Face to Face, TV, press, inserts and direct mail. The Stewardship Officer manages and develops all fulfilment and maps donor journeys for all channels. The Campaigns team works very closely with the Communications and Digital teams.

Our goal is to build loyalty by bringing supporters closer to the people that MSF assists, and the medical action that private donations make possible. MSF UK prides itself on the accessibility of the Fundraising team to our supporters and the provision of excellent supporter care; this is central to the philosophy of the team.

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## JOB PURPOSE

To manage and develop MSF’s F2F team and help to grow MSF UK’s regular giving income. This involves being responsible for the day-to-day management of the fundraisers, monitoring and evaluating their performance, providing coaching, motivation, training and support.

To work closely with the F2F Manager to outline the team’s strategy, develop the program and continually adapt to the challenges of the wider fundraising sector.

To work closely with the F2F Manager to develop opportunities for the team, leading the team at various events and festivals. This involves building relationships with MSF stakeholders, providing key logistical support at events, as well as managing the team and ensuring face to face income is on target.

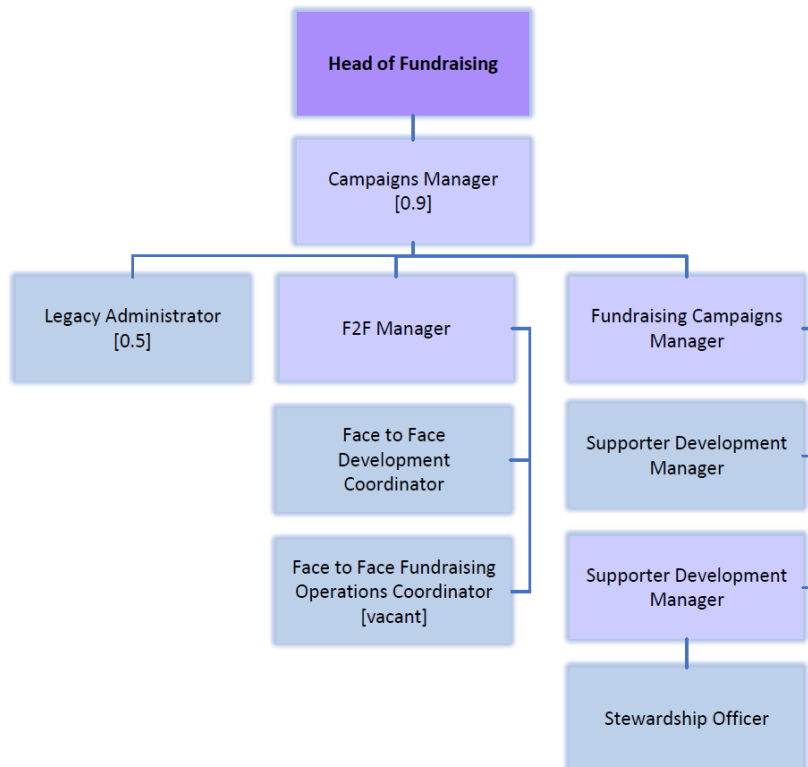
The role is responsible for line-managing all Team Leaders and F2F Fundraisers.

## DIMENSIONS

The FTFOC is accountable for the day to day management and performance of the F2F team. The FFOC is responsible for implementing parts of the F2F strategy as instructed by the FTFM.

The FTFOC line manages up to 20 staff, including Coaches, Senior Team Leaders, Team Leaders and Fundraisers. This role plays a pivotal role towards the F2F recruitment target of roughly 4000 donors a year.

## ORGANISATIONAL STRUCTURE



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## CONTEXT

The Fundraising Department raises private income for MSF field operations globally, and to cover MSF's administration costs in the UK. The Fundraising Department contains the Major Gifts, Individual Giving and Supporter Care teams and in 2021 a team of around 35 people delivered income of £65.5 million.

The Individual Giving Team is headed by the Head of Individual Giving. This Team is responsible for recruiting and developing our support from private individuals, raising 80% of MSF UK's total income in 2021.

The Individual Giving Team actively raises funds from the public, recruiting and maintaining this support through direct marketing campaigns, created in partnership with professional agencies. The Individual Giving Team works very closely with the Communications and Digital teams.

Our goal is to build loyalty by bringing supporters closer to the people that MSF assists, and the medical action that private donations make possible. MSF UK prides itself on the accessibility of the Fundraising team to our supporters and the provision of excellent supporter care; this is central to the philosophy of the team.

This role is required to work closely with the F2F Manager, Campaigns Manager, teams within fundraising, Public Engagement, HR colleagues, field staff and our safeguarding team.

Liaise with other teams within MSF to identify other areas where the F2F fundraisers skillset can be utilized for example Donor Events, Public Engagement activities etc.

## ACCOUNTABILITIES

1. Day to day management of the team

## KEY PERFORMANCE INDICATORS

1. Manage and develop the F2F team members by providing coaching and ensuring that ongoing training is available to the team. This involves drawing on fundraising knowledge and expertise to support team members to effectively engage with MSF supporters, providing a high standard of excellent donor recruitment for MSF.

Provide expertise in face to face fundraising techniques, objection handling, codes of conduct and day to day operations. Ensure team members are familiar with and can use appropriate fundraising techniques to help develop their skills.

Ensure sensitive donor information is handled in compliance with data protection legislation and GDPR.

Spend at least 60% of every week in the field supporting the team and leading from the front with own fundraising whenever possible.

Set weekly and monthly targets to meet total yearly goal of supporters/points.

Ensure that the team is always focused on quality and that all fundraisers are always following the Institute of Fundraising (IOF) Codes and guidelines and MSF policies.

Provide leadership by setting high team standards, implemented through the line management and development of the team, ensuring teams are effectively coached and managed to achieve high quality donor recruitment. Provide development training to Team Leaders, instructing them how to train and use delegated authority to manage Fundraisers.

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<p>2. Lead the F2F recruitment process for the face to face team.</p>	<p>Set weekly and monthly targets to meet total yearly goal of supporters/points.</p> <p>Ensure that the team is always focused on quality and that all fundraisers are always following the Institute of Fundraising (IOF) Codes and guidelines and MSF policies.</p> <p>Arrange weekly rotas and travel arrangements for the team.</p> <p>Report to the F2F Manager on a weekly basis regarding progress and performance of the team according to agreed targets and KPIs. Be responsible for the termination of fundraiser's assignments with MSF.</p> <p>Ensure all paperwork and administration e.g. timesheets are completed accurately and on time, and that all procedures are followed correctly.</p> <p>Keep up to date with MSF's work and recent projects to communicate information effectively to members of the public and to represent MSF's work accurately; motivate and inspire the general public to make a regular donation to MSF via direct debit.</p> <p>Set up fortnightly KPIs reviews with each member of the team and enforce performance plans when needed. Provide additional coaching and sharing of knowledge.</p> <p>Carry out monthly review meetings with all F2F staff to feedback on performance and agreeing new goals. Maintain 'Development Diaries' for Fundraisers to map out their development and training needs.</p> <p>Be responsible for the day-to-day management of F2F software platforms. Report on any malfunctions with software platforms or improvements that can be made to the sign-up process to ensure efficient, prompt and secure collection of data. Take charge of upkeep and repairs to iPads and display equipment.</p> <p>Manage all MSF's stock and ensure equipment and uniform is maintained and allocated to the team correctly. Maintain the face to face equipment to ensure MSF's public facing image is of the highest quality and materials are in excellent condition and on brand.</p> <p>2. This includes monitoring and evaluating the needs of the team, shortlisting candidates, running interviews and designing assessments, recruiting and training new staff members. Work closely with the F2F Development Coordinator to ensure that onboarding for F2F staff is in line with process.</p> <p>Liaise with HR / payroll provider in collaboration with the Face to Face Manager to provide feedback on interview candidates, updates on Fundraiser performance, discuss HR needs and maintain a recruitment schedule to ensure consistency of team capacity. Assist the F2F Manager in managing communication with the F2F HR providers to ensure that regular recruitment needs are met.</p>
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<p>3. Lead MSF teams at Festivals and various events across the UK.</p>	<p>3. Ensuring all events are planned in a timely manner and ensure all staff are upholding to the highest behavioural and fundraising standard throughout the events.</p> <p>Maximise return on investment for each event and produce detailed reports for each event attended.</p> <p>Manage expenditure against agreed budget and logistics for smaller events and road trips for the F2F team.</p>
<p>4. Monitor fundraising results.</p>	<p>4. Analyse MSF's Face to Face attrition reporting and mystery shopping feedback provided by the Development Coordinator to assess training needs of both the team and individual fundraisers to increase their KPIs and in doing so enhance the performance of the face to face programme</p> <p>Work with the Face to Face Manager Development Coordinator to identify areas of improvement in our reporting systems and performance management tools (eg income targets for fundraisers by month 6, 12 etc)</p>
<p>5. Work alongside the F2F Manager and Team Development Coordinator to build and develop good working relationships with MSF site booking agencies and all other F2F suppliers.</p>	<p>5. Communicate effectively with agents to ensure sufficient site capacity is organised across the team week on a weekly basis. Provide clear feedback to suppliers to ensure that any logistical issues are dealt with promptly. Ensure suppliers can maintain sites and locations. Work with suppliers to adapt to weather conditions and re-allocate fundraisers accordingly to ensure maximum use is made of working hours.</p> <p>Assist the F2F Development Coordinator in identifying alternative fundraising sites without using an agent, research and approach new sites using formal proposals.</p> <p>Work alongside the Development Coordinator to identify the best fundraising locations and evaluate new opportunities with site brokers.</p>
<p>6. Alongside the F2F Team Development Coordinator lead in delivering the highest level of safety and security for the F2F team and on ensuring the team is compliant with current legislation.</p>	<p>6. Act as focal point for the delivery of safe working environment for F2F staff, carrying out constant review of practices to ensure the safest possible approach. Assist in developing an ongoing strategy for safeguarding and security of staff.</p> <p>Act as a liaison between F2F and the Safeguarding Lead to ensure that MSF standards are being realised in the field.</p> <p>Lead on compliance - keep abreast of any legislative or regulatory changes which impact on the work of the team and take appropriate action to evaluate these and implement any changes.</p>

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<p>7. Be accountable for achieving monthly and yearly targets, in accordance with agreed Key Performance Indicators (KPIs).</p>	<p>Ensure that all Safeguarding measures are enforced at all times and kept up to date adapting to the needs of the team and the recommendations made by the Safeguarding lead.</p> <p>Be the first point-of-call for staff who have safeguarding concerns</p> <p>7. Work closely with the F2F Manager to monitor and develop the face to face program. This includes assessing the needs of the team, the approach taken, monitoring and developing the face-to-face fundraising strategy.</p> <p>Support the F2F Manager in researching and developing tools or equipment used by the team to recruit donors. Research new tools and products which could benefit the team and increase results. Assist on implementation of new tools / products e.g. new F2F software platform.</p> <p>Support the FTC to interview candidates for Fundraiser and Team Leader roles.</p> <p>Work alongside the F2F Development Coordinator to facilitate staff development through inclusion in training and development activities.</p> <p>Weekly meeting with the Team Coordinator and F2F Manager (via meeting in person) regarding team performance, learning and development needs and safeguarding.</p> <p>Assist in providing expertise in F2F fundraising techniques, objection handling, codes of conduct and day to day operations as required.</p> <p>Spend up to 40% of every week supporting the team in the field to identify firsthand what the training needs are. Provide personal insights on individual fundraisers to support the FTC.</p> <p>Assist in reporting on the cost effectiveness of team and help to take action to maximise Return on Investment (ROI) through staff retention, review of processes and procedures, monitoring of performance of team and individuals, and addressing areas where improvement is needed.</p>
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## CHALLENGE & CREATIVITY / DECISION-MAKING

The post holder will need to be flexible and good at connecting with internal and external stakeholders as MSF is fast-changing both internally and responding to external conditions, we are fast paced and innovative fundraising team.

Emergency fundraising and changing contexts within our work means the role holder needs to be adaptable and able to help guide the face-to-face teams in handling the changing contexts and environments.

The role needs to support the FFTFM in providing leadership to the team and solutions to risks/issues particularly around safeguarding.

This role is required to be proactive in ensuring the face-to-face team work in a positive environments while maintaining high levels of performance.

## KNOWLEDGE, SKILLS & EXPERIENCE

- Substantial experience of managing and coaching F2F Fundraising teams.
- Expert knowledge of F2F Fundraising techniques and best practice
- Strong working knowledge of private site fundraising
- Excellent interpersonal skills with an ability to build relationships, rapport with supporters and work within a team environment
- Committed, reliable and resilient.
- Managing field-based Team Leaders and F2F Fundraisers; Recruiting, inducting, training, developing, managing and monitoring performance.
- A proven track record of target achievement and commitment to meeting targets and deadlines.
- IT literate – strong Microsoft Office skills (Word, Excel, PowerPoint) and ability to use Adobe Photoshop
- Experience using fundraising platforms such as Waysact, Evergiving etc
- Excellent communication skills with the ability to communicate MSF's work, carry out presentations and produce written documents to a high standard.
- Proven ability to work independently within a team environment
- Flexibility to take on other related tasks combined with a willingness to learn
- Fluency in written and spoken English
- Commitment to the aims and values of Médecins Sans Frontières
- Ability and flexibility to travel in London and the UK
- Good knowledge and understanding of most common safeguarding needs and risks of a F2F team.

## ADDITIONAL INFORMATION

*MSF UK/IE is dedicated to safeguarding everyone who comes into contact with the organisation, for whatever reason and however brief. All posts are subject to safer recruitment process which include robust reference requests, scrutiny of employment history and where applicable criminal record and barring checks.*

*Our safeguarding commitment is underpinned by policies and procedures which encourage and promote safe working practice across the organisation. On joining MSF UK/IE you will be required to*

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*attend safeguarding training to ensure responsibility for and maintaining safe working practice and to safeguard our teams, beneficiaries, and communities.*

**Candidates must have the right to work in the UK.**

**For positions where a criminal record check is identified as necessary, an application for a Disclosure and Barring Service (DBS) certificate will be submitted in the event of the individual being offered the position.**

**MSF UK/IE is an equal opportunities employer. We are committed to diversity and creating an inclusive environment for all employees. We encourage applications from all sections of our diverse community.**

## **HOW TO APPLY**

Please apply on our website by submitting a copy of your **CV** together with a **letter of motivation (please upload as one document)** by the closing date.

*Incomplete applications will not be considered.*

## **APPLICATION CHECKLIST**

Please check that you have included the following in your application:

- An up-to-date CV
- Letter of Motivation, which is a supporting statement demonstrating how you meet the key requirements of the role

## **Recruitment timetable:**

- **Closing date for applications: 31 January 2023**
- **Interviews will be held on a rolling basis and we reserve the right to close applications early should we find a suitable candidate for the post.**

*For questions, issues or further information, please contact [Recruitment.UK@london.msf.org](mailto:Recruitment.UK@london.msf.org).*