



## Gift in Will and Planned Giving Manager

- Develop a best practice, innovative Gift in Will product
- Join a multi-award winning team
- Support life changing medical research
- Full time or part-time (4 days)

MS Research Australia is the largest national not-for-profit organisation dedicated to funding, coordinating, educating and advocating for multiple sclerosis (MS) research as part of the worldwide effort to solve MS. Its goal is to accelerate research: into the cause, better treatments and prevention, with the aim of ultimately finding a cure. There is a small team of dedicated individuals relied upon for all aspects of the operations. Therefore overheads are low ensuring more of the fundraised dollar is directed straight to the best MS research.

As a result of a Board approved strategy, we are now ready to invest in and evolve our Gift in Will program. We will be working to grow our Gift in Will income such that it will comprise 30% of overall fundraising by 2024. This role represents a significant opportunity for a Gift in Will fundraising professional who is ambitious to make their mark. **Are you that person?**

In this role you will be a key member of the Fundraising and Development team, leading the growth of Gift in Will and Planned Giving income. Reporting to the Head of Relationships, Fundraising and Development you will be responsible for developing MS Research Australia's Gift in Will/Planned Giving strategy in order to grow income from Gifts in Wills and Planned Giving products.

Your primary areas of focus will be:

- Devise and implement a Gift in Will/Planned Giving strategy to grow income from Gifts in Wills and Planned Giving programs.
- Ensure the development of a robust, growing gift pipeline.
- Develop a culture of proactive Gift in Will promotion by all staff, Board members and other significant stakeholders.
- Lead the development, design, testing and distribution of best practice program collateral for the campaigns.

To be successful in the role you will be able to demonstrate:

- A mature personality demonstrating the leadership, authenticity and diplomacy required to work effectively with Gift in Will supporters, potential Gift in Will supporters, key stakeholders and donors.
- An understanding of the key success factors for the development and growth of a best practice Gift in Will product.
- The ability to articulate vision, mission and progress through effective story telling.

- A best practice approach to donor stewardship, proven relationship building skills and an analytical approach to fundraising product development.
- You are donor focused, result orientated with a proven ability to influence.

The role has national responsibility and may require interstate travel occasionally. If you would like to be a part of an innovative, game changing organisation and you have a desire to build a best practice, absolutely stellar Gift in Will program, then this may well be the role for you.

**Please send your cover letter and resume to [swilliams@msra.org.au](mailto:swilliams@msra.org.au) using the subject line “Gift in Will/Planned Giving Manager application”. If you would like a confidential discussion about the role, contact Susan Williams, Head of Relationships, Fundraising and Development at MS Research Australia on 02 8413 7925.**