

## FUNDRAISING, MARKETING & COMMUNICATIONS MANAGER - HOSPICE WHANGANUI

- An exciting opportunity to be part of a dynamic team making a tangible difference to the Whanganui community
- A chance to bring your communications, marketing and fundraising expertise to support an ambitious and growing organisation
- A diverse and creative role at a senior level at either part-time (0.8 FTE) or full-time, with plenty of scope to design the future

Are you looking for an opportunity to use your communication and fundraising skills to make a difference? Hospice Whanganui is a specialist service that provides holistic End-of-Life care to patients and their whanau. We are looking for a dynamic, senior professional to join our team and to lead our fundraising, marketing and community outreach work. As part of Hospice Whanganui's management team, you will create and help implement an effective and dynamic fundraising and outreach strategy that will maximise Hospice Whanganui's revenue streams. You will be responsible for providing oversight and support to the three Hospice Shops in Whanganui, as well as lead our wider community fundraising, branding, communications and public relations initiatives alongside your team. This is an exciting opportunity to be part of an organisation that has a deep and enduring commitment to the Whanganui community and to join a group of dedicated professionals to provide excellent palliative services to our patients and whanau.

Key Responsibilities of this position will include:

Lead and manage the ongoing development of the Hospice Whanganui brand and profile to drive awareness and support for the organisation

- Develop a fundraising plan which will identify and target potential sources of funding and a plan to maximise these
- Develop and deliver effective fundraising campaigns and events for Hospice Whanganui
- Develop and deliver on a corporate sponsorship strategy
- Lead and support the shop managers in their role to increase the effectiveness and profitability of the shops
- Develop and execute a strategy to increase other retail opportunities (eg online marketing) as well as possible diversification
- Oversee our website and social media engagement and ensure these are fit-for-purpose, meets the needs of patients, whanau, staff and community
- Oversee all publications from the organisation including newsletters
- Maintain strong networks with local media and be visible in the community
- Develop and implement a plan for maximising grant opportunities
- Effectively manage the performance of direct reports and establish a strong and positive relationships with the volunteer workforce at Hospice Whanganui

The ideal candidate will bring with him/her the following skills:

A friendly, compassionate and approachable leadership style, grounded in strong values

- Experience working in a marketing, communications or fundraising role
- An innovative and creative approach to their work and the ability to engage positively with a range of diverse stakeholders
- Energy, enthusiasm and a 'can do' attitude to their work
- Excellent computer skills including social media, web platforms and databases
- A demonstrated understanding of effective communication and marketing strategies to reach a diverse range of audiences
- A genuine passion for the work of Hospice Whanganui and a commitment to contribute to excellence across the organisation

This is a senior level role at either part-time (0.8FTE) or full time. For a detailed JD, please contact [fionam@hospicewhanganui.org.nz](mailto:fionam@hospicewhanganui.org.nz). Applications for this position close on 10th February 2021. You must be a NZ citizen or have the legal right to work in NZ in order to apply.