

Position Description – Fundraising Manager

Reports to:	Business and Communications Manager
Location:	Wellington – flexibility to work from home on a regular basis
Hours:	Part time – approx. 30 per week with flexibility across days
Direct Reports:	None

ABOUT US

Hospice NZ exists to lead the hospice movement in order that every New Zealander may access quality palliative care. Established in 1986, Hospice NZ is actively involved in research and education, workforce development, establishing standards of healthcare, providing information and advice to hospices, stakeholders and to the general public. Hospice New Zealand supports and helps hospices nationwide to provide holistic care and support to those with life limiting conditions, in order that they can live every moment.

HOSPICE NZ STRATEGIC PURPOSE

Hospice NZ leads and supports the hospice movement in New Zealand, working to ensure equity of access and consistent delivery of palliative and end of life care for New Zealanders.

Hospice NZ's work focuses on contributing to the following goals:

1. Extending the provision of palliative care services – a wider range of people in a wider range of places receive hospice services and support.
2. A transparent, equitable and sustainable funding model is developed and applied across the sector.
3. Enhancing value for members – take leadership nationally on a diverse range of issues.
4. Create, extend and enhance community relationships – enabling powerful and collaborative relationships with community.

ROLE PURPOSE

The fundraising approach of Hospice NZ is to target national opportunities that have dual financial and awareness raising benefits both nationally and for members. To ensure we do not compete with member hospices seeking funds from their local communities, we do not actively seek donations from the public to support our work.

The Fundraising Manager role is responsible for all fundraising related activity at a national level, focusing primarily on the management and development of corporate business supporters and securing income from grant makers for a range of projects.

KEY RELATIONSHIPS

Hospice NZ is a small team and encourages a culture of collegiality, tapping into the individual strengths of its staff to achieve its goals.

Internal:

- HNZ team members & contractors
- Hospice members – fundraising managers

External:

- HNZ corporate partners, sponsors and supporters
- Grant makers and funding organisations
- HNZ Ambassador & Patron
- Members of the public

KEY ROLE RESPONSIBILITIES

Key areas of responsibility include but are not limited to:

Corporate Partnerships

- The development and delivery of an effective corporate communications strategy and framework with mutually agreed outcomes.
- Manage and develop meaningful relationships with HNZ's existing national partners, campaign partners and supporters
- Identify prospective new corporate partners and develop an approach for support/engagement with hospice at a national level
- Manage the delivery of national corporate fundraising events and activities.
- Facilitate relationships between member hospices and HNZ's corporate partners within their region
- Maximise communications opportunities to profile corporate supporters to both internal (hospice members) and external (public) audiences using social media, website, and e-direct mail.
- Research and investigate (where commercially appropriate) new fundraising opportunities – e.g., payroll giving

Grants

- Develop and manage a system to ensure all grant opportunities are maximised from existing and new sources of funding
- Ensure all reporting requirements and obligations for grants are met

Fundraising

- Manage and respond to all requests around fundraising activities – bequests, community fundraising ideas, through Give a Little, public donations via website and social media.

Due to the dynamic nature of our organisation, the tasks and responsibilities noted in this role description may well change from time to time, to meet the needs of the organisations and the hospices we support. As a result, it is expected that the person in the role recommends and/or is prepared for changes to the role and this description of it. Any 'material' changes will be mutually agreed between the parties and noted in writing.

QUALIFICATIONS + EXPERIENCE

It is essential that the incumbent have:

- Experience in a fundraising role, particularly in a NFP environment
- Communications experience – both web and social media
- Experience managing relationships with external parties, particularly in a NFP environment.
- Experience with end-to-end delivery of fundraising events

It would be advantageous if the incumbent had:

- Grant writing experience and an understanding of the grant funding sector
- A fundraising qualification

PROFESSIONAL COMPETENCIES

- Ability to establish and grow professional relationships.
- Proven ability to communicate with all levels of stakeholders in both a written and verbal context
- Creativity and the ability to generate new and fresh ideas
- Demonstrable planning and organisational abilities
- The ability to manage multiple projects simultaneously
- Understanding the role of an advocacy organisation
- Financial understanding and analysis against budget expectations
- Strong IT skills – website, social media, software such as Mail Chimp

PERSONAL ATTRIBUTES

- A belief in the values of the Hospice movement
- Self-motivated with plenty of initiative
- Comfortable undertaking “day to day” tasks as well as “big picture” thinking
- A willingness to multitask in a small team environment
- Diplomatic and sensitive to the needs of stakeholders
- Hardworking and helpful
- Collegial and approachable with a commitment to team outcomes
- Genuine and authentic
- A sense of humour