



Role Purpose

Lead the creation, coordination and delivery of a successful revenue generating Donor Care and Trusts and Grants Portfolio. Build and maintain campaigns, systems and processes that support and prioritise growing our donor support base,) focussing on long term commitment and engagement of donors therefore creating sustainable revenue generation.

Relationships

Reporting to	Head of Fundraising and Public Relations
Direct Reports	None
Indirect Reports	Donor Care Administrator TH Fundraising Volunteers TH Youth Ambassadors
Internal Stakeholders	<ul style="list-style-type: none"> • Senior leadership team • All TH staff and volunteers
External Stakeholders	<ul style="list-style-type: none"> • Patients and whānau • Community of South and Southeast Auckland • Fundraisers and Donors of Tōtara Hospice (TH) • Suppliers • Hospices of Auckland • Hospice New Zealand • Other agencies providing services to TH patients •

Key Result Areas (KRA's):

- Financial Achievement
- Donor acquisition and retention growth
- Creativity contribution and implementation
- Customer Service (external and internal, including teamwork)
- Time Management

Key Responsibilities	
Fundraising & Donor Care	<ul style="list-style-type: none"> • Lead and manage the planning, implementation and development of a results-driven TH donor engagement strategy in line with TH brand direction • Coordinate all deadlines, workflows and project plans for donor engagement initiatives; work collaboratively with fundraising & PR team members to achieve goals and targets • Develop creative, interesting and engaging donor attraction and retention collateral in line with the TH brand direction • Develop communications for donor giving via all key communication platforms • Monitor industry trends and activities to identify new and innovative donor engagement initiatives and opportunities • Engage with donors via all available avenues building trust and rapport; nurture existing donor relationships and establish new donor relationships • Working with the Donor Care Administrator to ensure prompt and accurate thank you and acknowledgements are sent to donors; following the thank you journey plan • Collaborate with the events team to plan donor engagement and recognition events • Manage the bequest strategy, policies and procedures to create and achieve a successful 'bequest pipeline' • Ensure appropriate management of memorial-giving gifts and communications • Manage donor care budget and spending • Keep up to date with and understand all FINZ Code of Ethics and Charities Commission updates • Partner with the Marketing Portfolio- team to ensure all campaigns and collateral are on brand.
Trusts & Grants	<ul style="list-style-type: none"> • Establish relationships with trusts and grants providers • Manage the trusts and grants application process • Review open applications to determine viability
Administration and reporting	<ul style="list-style-type: none"> • Oversee donor database management ensuring information is accurately entered, maintained, regularly cleansed and up to date • Track the effectiveness of donor relations and engagement activities; generate accurate reporting on donor data; regularly review and analyse donor data • Provide donor engagement reports on time monthly, annually and as required

	<ul style="list-style-type: none"> • Upkeep and review administrative systems to achieve maximum efficiency across the team, including document storage • Develop and maintain all administration and processing systems and policies within the donor care portfolio
Leadership and Team Support	<ul style="list-style-type: none"> • Work collaboratively with colleagues, always • Provide effective leadership to drive the performance and outputs of the Fundraising & PR team. • Support other fundraising, marketing and communications activities during busy campaign periods
Hospice for All	<ul style="list-style-type: none"> • Demonstrate and role model cultural competence in a professional leadership approach • Demonstrate respect, sensitivity and cultural competence in interpersonal relationships • Acknowledge cultural diversity by respecting the spiritual beliefs, cultural practices and lifestyle choices of others • Demonstrate the Treaty of Waitangi principles of participation, protection and partnership in all work-related activities • Embrace difference among team members; show respect for others regardless of orientation, background or ethnicity • Understands the importance of continuous education and training for self and team members with regards to diversity and inclusion
Health, Safety & Workplace Wellbeing (“HSW”)	<ul style="list-style-type: none"> • Maintain individual responsibility for workplace Health & Safety by actively practising awareness of processes, policies and environmental changes • Contribute feedback and ideas to uphold and improve HSW processes and policies • Recognise the importance of familiarising self with TH HSW policies and procedures • Participate and engage with HSW initiatives to ensure that all staff and volunteers work in a safe, healthy and supportive environment • Identify and report workplace hazards and undertake self-management of hazards where appropriate • Undertake Health & Safety training as appropriate • Familiarise self with TH Health & Safety policies and procedures and applies these to all work activities
Other	<ul style="list-style-type: none"> • All Tōtara Hospice employees are required to acquaint themselves with the organisation’s policies and procedures and adhere to them at all times • Responsibility is taken for own professional development ensuring that own skills and knowledge are maintained and advanced • Take responsibility for keeping up to date and accurate standard operating procedures (“SOPs”) for your area of responsibility • Take part in establishing initiatives, policies and procedures that deliver ongoing improvements in service delivery • Perform all other duties as required from time to time

Essential	Desirable
<ul style="list-style-type: none"> • Demonstrated experience within fundraising/income generation position specifically within the NFP sector • Proven track record of implementing revenue generating strategies and campaigns with successful outcomes • Ability to work as an effective and collaborative member of the team; a team player, not a solo flyer • Trusts and Grants experience and understanding in applications and accountability. Computer literacy and experienced in using MS Office Suite and CRM/databases • Current and valid driver licence • Data analysis – ability to review and generate reports of value to better reach/understand donors • Relationship management skills, with an ability to relate well and communicate to people of varied ages and backgrounds • Performing under pressure when managing deadlines • Accountable, with good financial acumen, analytical and interpretive skills • Good time management skills with the ability to manage and meet deadlines 	<ul style="list-style-type: none"> • Presentation skills and experience • Working with finance systems • Previous experience using any of the following Vega, Xero, Raisely, Windcave, Stripe • Managing projects in a team environment; from concept to completion • Content creation (online and printed materials) • Marketing and communications understanding • Briefing design/collateral materials to internal/external suppliers • Direct mail and/or Tele fundraising experience

Key Performance Indicators (KPI's)

To be determined, but may include;

- Meet portfolio revenue goals
- Increase donor acquisition and retention
- Increase Regular Giving
- Internal TH division collaboration
- Overall donor satisfaction

This position description provides an indicative outline of the purpose and accountabilities of the role, which may naturally morph over time taking into considerations changes of personnel, technology, and organizational objectives. More specific performance requirements and objectives will be determined as part of the TH performance appraisal management process. From time-to-time staff may be requested to undertake other duties, not inconsistent with their skills set or abilities, that inure to the benefit of TH.