



Job Description: Fundraising Manager

Organisation: Mobility Assistance Dogs Trust

Part-Time: 15 - 20 hours per week, flexible hours

Reporting to: General Manager

Location: Remote, preferably Auckland with occasional in-person meetings in Auckland

About Us:

Mobility Dogs is a small not-for-profit charity based in Auckland, dedicated to enriching the lives of individuals living with disabilities. We specialise in providing assistance dogs trained to support people facing a variety of challenges, from physical disabilities to aiding professionals in settings such as clinics, courtrooms, and schools.

Our mission is to empower individuals to live more independently and confidently through the companionship and assistance of our highly trained dogs.

Role Overview:

The Fundraising Manager is pivotal in the next stage of revenue growth for Mobility Dogs. Mobility Dogs has built success on a strong foundation of grants income with some regular giving and newsletter donations. This new role is critical to the growth of income and is recognised as an area of considerable growth for the organisation.

Reporting to the General Manager and working closely with the Marketing Manager, this is a strategic and hands-on role with a purpose to develop and implement a multi-channel individual giving programme comprising of direct mail/newsletter, regular giving, focusing on growing income, reach and engagement.

Key Responsibilities:

Donor Appeals

- Plan and implement the annual direct mail calendar comprising of appeals and newsletters (currently 6 newsletters with a soft ask going to 1035 donors).
- Work with the Marketing Manager to produce impactful content for supporter communications
- Work with Marketing Manager to integrate appeals across digital channels and encourage online donations
- Use a test and learn approach to optimise donor engagement and financial support
- Work with the Marketing Manager to implement regular supporter surveys

Regular Giving

- Develop annual acquisition plans to ensure programme sustainability and maximum return on investment
- Analyse and segment the supporter base to optimise regular giving conversion campaigns and annual upgrade campaigns
- Create and implement an ongoing reactivation campaign for identified lapsed regular givers, currently 60 regular givers

- Develop and execute a plan to convert previous un-successful regular giving leads into one-off donors or regular givers
- Ensure all opportunities are taken to promote regular giving to current or lapsed donors
- Work with Marketing Manager to launch an in-house digital lead generation programme

Donor engagement

- Delivering an excellent supporter experience for Mobility Dogs supporters, ensuring supporters are thanked and recognized in an appropriate and timely way
- Answering supporter questions / queries and supporting community fundraising efforts and peer to peer fundraising activities,
- Oversee the development of comprehensive donor journeys that maximise lifetime value
- Regularly review content and structure of the onboarding and welcome journey for regular givers
- Manage donor pathways to secure leads for high-value donors and bequestors which can be passed on to the GM

Evaluation and Reporting:

- Monitor and evaluate the effectiveness of fundraising efforts and activities
- Provide regular reports to management on fundraising performance and progress
- Ensure Supporter details and donations are accurately recorded in the database, providing administration support when required

Qualifications and Experience:

- Minimum of two years' experience in a similar role with a strong understanding of fundraising principles and proven success in individual giving programmes
- Bachelor's degree in business, marketing, communications, or a related field (preferred).
- Strong communication skills, both written and verbal, with the ability to articulate Mobility Dogs' mission and impact to diverse audiences
- Highly organised and detail-oriented with the ability to manage multiple projects effectively
- Ability to work independently and collaboratively in a remote team environment
- Proven creative flair and the ability to appraise creative solutions against the brief
- Minimum of two years of working with databases, selecting and analysis of data
- Demonstrated ability to effectively manage multiple activities at one time and to meet challenging deadlines
- Excellent written and oral communication skills
- Demonstrated high level interpersonal skills including the ability to liaise internally and externally with supporters
- Computer literate - word-processing and spreadsheets