

Events Fundraising Lead

The Prostate Cancer Foundation is a growing, influential organisation focussed on two significant men's health conditions – prostate and testicular cancers. The role is a key member of the charity's Fundraising Team, which has a dual responsibility to protect and develop existing revenue streams while responsibly exploring and converting new opportunities.

In conjunction with the Fundraising Marketing Manager, you will be expected to develop the strategy, plan and take responsibility for tactical execution of our event fundraising revenue generation activities. These events are carried out in the name of and to benefit our two brands: the Prostate Cancer Foundation of NZ and Testicular Cancer NZ. You will also lead on working with others who are carrying out their own fundraising event activities to benefit PCFNZ and TCNZ.

This is a full-time role and is based at our office in Albany, Auckland.

Key duties and responsibilities:

The Events Fundraising Lead will:

- raise significant funds (\$350k - \$400k) to support the Foundation
- Develop and manage an events fundraising plan and budget
- Lead the development and execution of new signature events
- Take the lead on the end-to-end management of all PCFNZ/TCNZ-led events
- Support community led fundraising events
- work with the Corporate Partnerships Lead to secure sponsors to support the overheads and supply of prizes and incentives for participants
- promotion of events including liaison with other staff and agencies involved
- management of the registration and fundraising system for participants in conjunction with the Finance & Administration Manager and Communications Manager
- manage the execution of events in conjunction with contractors and coordinating other staff and volunteers as required
- reviewing and reporting on the outcomes following events.
- Other duties as required

The charity's current flagship events include but are not limited to;

- **Blue September**
- **Pedal4Prostate**
- **Bet on Blue**
- **Bikers in Blue**

Skills & experience required: Essential

- 5 years high level fundraising experience at a charity or not-for-profit entity
- Direct experience of managing charity-led and supporter-led events in support of fundraising goals
- Revenue and expense fundraising budget setting at a high level
- Proficient in Office 365 (incl. Word, PPT, Excel, Teams, Sharepoint etc)
- Knowledge of, interest in and desire to learn about and incorporate the Māori worldview in the charity's activities
- Effective communication, both written and oral
- Excellent people management and interpersonal skills, capable of building and developing successful relationships with stakeholders.
- Proven time management and ability to follow processes and procedures
- The ability to use your initiative and problem solve

Skills & experience required: Desirable

- Tertiary qualification in a relevant discipline
- Strong health system understanding and knowledge
- Knowledge of cancer treatment provision in Aotearoa New Zealand and survivorship support
- Marcomms agency experience
- Health promotion experience
- Experience and affinity with older persons
- Experience engaging and managing interns and skilled volunteers
- Experience with public speaking
- Excellent presentation skills