

## Position Description

<b>Position Title:</b>	Development Manager
<b>FTE:</b>	Full Time or part time also considered, hybrid working, initially one-year fixed term contract
<b>Reports To:</b>	Tumuaki/Director
<b>Date:</b>	March 2025

## Purpose of Role

The Development Manager reports to the Tumuaki/Poutūhono of Toi Whakaari where the engagement portfolio of the Kura sits. This Development Manager role is responsible for driving revenue by overseeing the fundraising and sponsorship income of Toi Whakaari - including major gifts, individual giving, planned giving (bequests), and corporate sponsorship streams.

Working closely with the Tumuaki/Poutūhono and Tira Mana Kōkiri, the Development Manager is responsible for achieving annual targets for all areas of Toi Whakaari's fundraising and sponsorship operation.

The Development Manager will play a key, proactive, hands-on role in raising funds for Toi Whakaari. They will develop, manage, support and implement a sustainable long-term fundraising strategy for revenue growth, enabling Toi Whakaari to continue as New Zealand's premier school of performing arts, with a legacy of training the best performers, designers, and craftspeople from here and from around the world.

All roles are expected to understand and embrace our organisational values as a roadmap of how to engage with clients, colleagues and the general public when representing Toi Whakaari.

## Duties and Responsibilities

Your general role includes the key areas of accountability outlined in this job description. It may be reviewed and updated from time to time to fit the needs of Toi Whakaari, this will be done in consultation with you.

## Fundraising and Income Generation

- Work in collaboration with the wider team in the development, implementation and regular review of a fundraising strategy to encompass all current and potential fundraising income streams for Toi Whakaari, including major and mid-range donors (alumni and friends of Toi Whakaari), individual giving (e-DM, regular giving programme), planned giving (bequests), and corporate sponsorships.
- Plan and implement strategies to achieve strong supporter acquisition, retention and development at both corporate and individual level.
- Manage a clear and realistically weighted alumni, donor pipeline, and corporate sponsor pipeline.
- Set and work to targets, alongside the Tumuaki/Poutūhono and Tira Mana Kōkiri. Identify clear goals and action for each fundraising stream, monitor performance/adjust actions

accordingly. Measure and report against approved KPI measures and targets to the Director at regular intervals.

- Work on a 'Case for Support' for any areas to be funded eg. The two annual productions, Monday student breakfasts, the annual new graduate's Auckland showcase (transport, accom, event)
- Maximise Toi's business objectives through segmentation and analysis of data.

### **Establishing a culture of philanthropy**

Support the Tumuaki/Poutūhono and Tira Mana Kōkiri in developing opportunities to create and foster within Toi a culture of philanthropy – that is, a culture that understands the relationship between Toi Whakaari, its operations, and fundraising, and each person understands their role in driving fundraising success.

### **Relationship Management**

To successfully manage Toi's alumni, donor, funder and sponsor relationships in a way that maximises their long- term value to Toi Whakaari.

Responsibilities include:

- Support all donor relationships and fundraising activities on behalf of Toi Whakaari, helping to identify who should undertake which activity, with Tira Mana Kōkiri.
- Work with the Communications and Marketing Coordinator to support any grant applications and accountabilities.
- Identify and cultivate prospective relationships and donors.
- Ensure stewardship strategies to thank, aid retention and maintain the loyalty of donors, funders and sponsors are developed and fully implemented.
- Oversee a diary of cultivation and stewardship events and activities. Due to the nature of the role, some evening and weekend work will be required.

### **Fundraising Communications**

- Develop Toi Whakaari's donor/funder/sponsor journey and supporting templates and resources (including sponsorship proposals, contracts/agreements and impact reports), budgets and design.
- Work collaboratively and creatively with the Communications and Marketing Coordinator to position development opportunities appropriately and integrate messages through appropriate Toi marketing channels, and collateral materials for cultivating and stewarding donors and sponsors.
- Work collaboratively and creatively with Tira Mana Kōkiri Communications in the ongoing development of best practice fundraising communications, including a bespoke communications plan for each fundraising stream.
- Build, develop and deliver a calendar of individual giving campaigns (DM, regular giving, EDM, campaigns)

### **Gift processing and administration**

- Maintain the Toi Whakaari database (Vega CRM) with up-to-date contact information of donors, funders and sponsors, and key communications records to ensure effective and efficient fundraising. Ensure accurate and timely input of all supporter information into the CRM system.
- Ensure the efficient and effective coordination and delivery of sponsor benefits, which may include invitations to events, complimentary ticket allocations, and acknowledgements (e.g. social media posts, published lists of funders and corporate sponsors).
- Ensure best practice management of invoicing/receipting, thank you acknowledgments, administrative and accountability processes for donations and grants.
- Ensure appropriate records and data are maintained in line with Toi's privacy policy and current legislation.

## **Key Requirements**

### **Technical Skills**

- Proven data entry and typing skills
- Proficiency in Microsoft Office and accounting software
- High level of accuracy and attention to details in completing daily tasks
- Strong communication (verbal and written) skills

## **Person Specification**

### **Experience and Qualifications**

- At least 5 years' experience in fundraising, preferably in the arts sector.
- An outstanding networker able to secure major gifts from high-net-worth supporters, alumni and donors.
- A successful track record in professional fundraising and meeting targets.
- A demonstrated history of strong supporter acquisition, retention and development at both corporate and individual level.
- A demonstrated commitment to keeping sensitive information confidential.
- Experience building successful interdepartmental relationships.
- Strong verbal and written communication skills
- A passion for making supporters feel appreciated, informed, and engaged.
- A warm and engaging people person who is client focused with excellent active listening skills and problem-solving abilities.
- A passion for theatre/the performing arts is preferable.

### **Other Attributes**

- Understanding and commitment to Tikanga Māori
- A willingness to work in a decolonised environment
- A commitment to Te Tiriti o Waitangi
- An interest in theatre, live screen, creative arts, education and youth
- Ability to work as part of a team with common goal
- Ability to build relationships and influence others
- Resilience and flexibility working with different individuals from different backgrounds