



New Zealand AIDS Foundation

Te Tūāpapa Mate Āraikore o Aotearoa

POSITION DESCRIPTION

Position	Fundraising Specialist
Employment Basis	Full time (37.5 hours per week)
Location	National Office, 31-35 Hargreaves St, Ponsonby, Auckland
Reporting to	Fundraising Team Lead
Team Purpose	This role sits within the NZAF fundraising team which is responsible for generating income to fund NZAF's services, programmes, and activities. The fundraising team channels include individual giving, peer-to-peer events, philanthropic grants, sponsorship and key partnerships.
Direct Reports	N/A
Key Internal Relationships	<ul style="list-style-type: none">• Fundraising Team Lead• Fundraising Coordinator• Marketing, Communications and Fundraising Manager• Chief Executive• Marketing Team• Communications Team• Services and Outreach Team
Key External Relationships	Key organisations and individuals relevant to NZAF's fundraising programme. This includes: <ul style="list-style-type: none">• Current and potential donor base• Fundraising Suppliers• Communities affected by HIV, especially gay, bisexual and other men who have sex with men (GBM) and people living with HIV (PLHIV)• Other organisations, individuals or groups working to improve HIV, sexual health or rainbow health
Role Purpose	Fundraising Specialist will: <ul style="list-style-type: none">• Manage suppliers to grow and retain our regular donor base• Develop comprehensive donor journeys that maximise lifetime value• Develop and distribute appeals that enhance our supporter development and increase donations• Support the delivery of successful peer-to-peer fundraising and event fundraising initiatives• Support the sponsorship and partnership programme

Who we are

The New Zealand AIDS Foundation (NZAF) has been at the forefront of the community response to HIV in Aotearoa for more than 30 years, a history we're very proud of.

With the same passion and commitment as those who came before us, we are working hard to prevent HIV transmission, reduce stigma and maximise the wellbeing of those most affected.

Through our community engagement, behaviour-change marketing campaigns, and testing and therapeutic support services, we reach people across the country.

As a registered charity, our work is made possible through funding from the Ministry of Health, passionate trust foundations and donations from like-minded individuals who share our vision. Together, we are working towards an Aotearoa with zero HIV transmissions where people living with or affected by HIV flourish.

Key Areas of Responsibility and Ownership

<p>Individual giving</p> <p>Work with the Fundraising Team Lead to:</p> <ul style="list-style-type: none"> • Implement the NZAF regular giving plan, with adjustments as necessary to respond to new opportunities • Increase NZAF donor acquisition through tele-fundraising and/or face-to-face fundraising channels and manage suppliers who support our acquisition programmes • Deliver our supporter development programme, including: <ul style="list-style-type: none"> ○ Implement the communication calendar - executing the onboarding process, researching and writing appeals, and preparing regular newsletter communications ○ Continuously improve the database system and processes to ensure clean and accurate data of donors ○ Manage suppliers that provide retention support services of existing donors ○ Run regular reports, imports and exports of data in a timely and effective manner • Respond to donor queries with poise via telephone, email and mail as required • Support exploration of major gifts and bequest programmes • Continuously look for new opportunities to improve and grow the fundraising programme
<p>Peer-to-peer events</p> <p>Work with the Fundraising Team Lead to:</p> <ul style="list-style-type: none"> • Deliver our peer-to-peer events and associated appeals, including the promotion, recruitment and the co-ordination of collateral • Actively promote and grow peer-to-peer fundraising activities year-round • Liaise with organisations and individuals to support our fundraising initiatives, including for project fundraising, event partnerships and peer-to-peer fundraising as required • Manage key stakeholders to support the development of concepts and advertising of the programme
<p>General Fundraising</p> <p>You will contribute to a successful fundraising programme, including to support the wider team to:</p> <ul style="list-style-type: none"> • Manage fundraising resources and stock, to ensure we are well stocked to support fundraising objectives • Respond to supporter enquiries on all aspects of our work • Coordinate other fundraising initiatives at events, including at the <i>Ending HIV Big Gay Out</i> • Support the fundraising team to deliver the sponsorship and partnership programme as necessary
<p>Self-Development</p> <ul style="list-style-type: none"> • Through the NZAF Performance Review process, establish personal/professional development needs/goals that support success in the role of Fundraiser – Individual Giving. • Maintain familiarity with relevant evidence and best-practise in HIV prevention and health promotion.
<p>Health & safety and Wellbeing</p> <ul style="list-style-type: none"> • Proactively support the creation of a positive health and safety culture at NZAF. • Ensure a clear understanding and knowledge of health and safety policies and procedures. • Ensure a clear understanding of the hazards and control measures associated with daily operations at NZAF. • Contribute to a positive and inclusive work environment, one that respects each other and values diversity.
<p>Any other reasonable task which is consistent with the overall purpose of the position.</p>

Skills, Experience & Qualifications.	
Essential	<ul style="list-style-type: none"> • Previous fundraising experience, especially with regular giving programmes (or equivalent) • Experience planning and delivering online and/or physical fundraising events, ideally peer-to-peer initiatives • A passion for and experience with providing excellent customer/supporter service • Strong supplier management skills, including project management, relationship building and negotiation experience • Absolute confidence speaking with people via telephone – with the ability to pick up the phone and speak with donors and suppliers in a confident, friendly and persuasive manner • Experience in database management, analysis and reporting • Communications experience – including copy writing and distributing newsletters, appeals, or equivalent. • Digital fundraising or marketing experience. Confidence using Facebook/Instagram and TikTok. • Ability to work and communicate effectively with the diverse groups impacted by HIV in New Zealand. • Self-motivated and able equally as effectively in a team environment or independently. • Ability to prioritise work effectively, manage changing and conflicting demands and expectations. • Professional approach to sexuality and sexual issues.
Preferred	<ul style="list-style-type: none"> • Knowledge of HIV, sexual health issues and specific health issues facing men who have sex with men in New Zealand • Lived experience in one or more of NZAF's priority populations (men who have sex with men, people living with HIV, Māori, people from high HIV prevalence countries) • Previous experience in HIV prevention work • Knowledge and/or experience of the not-for-profit sector
Technical / Practical	<ul style="list-style-type: none"> • Ability to work flexible hours • Understanding and ability to manage personal/professional boundaries. • Excellent oral and written skills in English. • Excellent computer skills including Microsoft Office programmes.
Cultural Responsiveness	<p>We welcome applications from prospective employees who already have some knowledge of Tikanga Māori and Te Reo Māori. It is essential that all employees demonstrate willingness to learning in these areas.</p>
Qualifications	<p>A qualification or technical training in at least one of: Fundraising, Marketing, Customer Service.</p> <p>Equivalent work experience may be considered in lieu of a qualification.</p>