

Lifewise (formerly Methodist Mission Northern) provides services to the most vulnerable of communities. Lifewise is known for its founding of Housing First, its care in Mental Health and Addictions, Care of Older Persons, preventative Family Services as well as Early Childhood Education. Our team of brand, fundraisers and communication specialists work with a group of subject matter experts in HR, Finance and IT to serve the needs of the communities we care for.

## Events & Sponsorship Fundraiser

### Position Description

We aspire to being an active bicultural organisation and we value staff who speak te reo Maori, have an appreciation of Maori values, and a working knowledge of tikanga Maori. This is particularly relevant as events of a bi-cultural nature are part of the Lifewise way.

This is a new role in a growing fundraising team. As the person responsible for revenue and donor acquisitions derived from events you will be responsible for front to end contact with key partners both internally and externally. You will also be the liaison person for the fundraising team with all staff on events and corporate sponsorship accountability.

The Lifewise iconic event is the Big Sleepout and this annual programme will become your strategic priority as well as responsibility for fostering income generation from event sponsors and donor participation. Caretaking the use of the brands by sponsors will also be your responsibility both internally and externally.

Lifewise is also embracing its responsibility to report on social impact. This role is expected to engage with our social impact unit to develop and grow the organisations ability and reputation in this space.

**WHO YOU REPORT TO:** Fundraising Manager

### WHAT YOU'RE RESPONSIBLE FOR

- Maximize income and donor acquisition through events and enhance and protect the brands
  - Meet, and preferably exceed, annual targets
  - Re establish and grow the Big Sleepout event
  - Seek new event opportunities to fund the organization's work
  - Develop and maintain a pipeline of community fundraising events
  - Work with design agencies to develop the brand and or collateral as needed

<ul style="list-style-type: none"> <li>○ Work with the Fundraising Manager to develop a donor journey for event participants</li> </ul>
<ul style="list-style-type: none"> <li>● Manage the organisation’s relationships with corporate sponsors           <ul style="list-style-type: none"> <li>○ Identify suitable funding and appropriate sponsors, steward existing relationships</li> <li>○ Create strong, cogent proposals to secure partners</li> <li>○ Maintain good relationships</li> <li>○ Keep abreast of the use of the brands by sponsors and event partners</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● Accountability:           <ul style="list-style-type: none"> <li>○ Ensure surplus from events is utilised for agreed target groups</li> <li>○ Report appropriately to all parties</li> <li>○ Provide reports on progress on a regular basis as agreed with your manager</li> <li>○ Flag identified risks to your manager</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● Administration:           <ul style="list-style-type: none"> <li>○ Maintain full and accurate records of all activity</li> <li>○ Work with the finance team to ensure all financial processes are followed</li> <li>○ Ensure full and accurate data is captured in a management format to monitor progress through monthly reports</li> <li>○ Work with Database/Supporter Care to ensure best capture of donor’s data</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● Internal Relationships:           <ul style="list-style-type: none"> <li>○ Establish/maintain synergies between the three trusts               <ul style="list-style-type: none"> <li>▪ Seek further opportunities to work together</li> </ul> </li> <li>○ Build internal relationships to:               <ul style="list-style-type: none"> <li>▪ Identify needs of various brands and services</li> <li>▪ Build relationships of good will and values-based behaviours</li> <li>▪ Work with media and digital manager to elevate your activities</li> </ul> </li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● Strategic Planning:           <ul style="list-style-type: none"> <li>○ Work with the Fundraising Manager on developing an annual to three-year events and sponsorship strategy</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● Continuous Improvement:           <ul style="list-style-type: none"> <li>○ Contribute to improved work processes</li> <li>○ Keep informed on the events sector in Aotearoa</li> <li>○ Attend appropriate philanthropic conferences and workshops</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● Any other duties deemed necessary and appropriate by Fundraising Manager</li> </ul>

**WHAT SKILLS & EXPERIENCE YOU NEED**

<p><i>Professional Knowledge</i></p>	<ul style="list-style-type: none"> <li>● At least 5 years in a senior events and/or corporate sponsorship role for a large and complex charity</li> <li>● A deep understanding of:           <ul style="list-style-type: none"> <li>○ the event funding landscape in Aotearoa</li> <li>○ managing events and volunteers</li> <li>○ project management start to end practical knowledge</li> </ul> </li> </ul>
--------------------------------------	---

	<ul style="list-style-type: none"> <li>○ sponsorship proposal and development</li> <li>○ ability to integrate culturally appropriate expectations in consultation with Maori</li> </ul>
<i>Strategic skills</i>	<ul style="list-style-type: none"> <li>● Ability to: <ul style="list-style-type: none"> <li>○ give clear guidance to the organisation on the events landscape</li> <li>○ advise on a suitable organizational approach to events</li> <li>○ ability to negotiate sponsorship packages</li> <li>○ build strong relationships between our organization and stakeholders</li> </ul> </li> </ul>
<i>Technical Skills</i>	<ul style="list-style-type: none"> <li>○ create clear, cogent, successful proposals for support</li> <li>○ experience working with a fundraising CRM, analysis and reporting for events/donors</li> </ul>
<i>General Abilities</i>	<ul style="list-style-type: none"> <li>● Excellent project management skills</li> <li>● Strong interpersonal skills</li> <li>● Ability to see new opportunities and capitalise on them</li> <li>● Ability to embrace working alongside people of lived experience</li> </ul>