

## Position Description

<b>Position:</b>	<b>Marketing and Fundraising Lead</b>
<b>Reports to:</b>	CEO, Motor Neurone Disease New Zealand (MND New Zealand)
<b>Direct Reports:</b>	1 x Fundraising & Events Coordinator (Oversight of Grants Administration contractor)
<b>Location:</b>	National Office, 14 Erson Avenue, Royal Oak, Auckland (+ potential to work some hours from home after a trial period)
<b>Hours</b>	32 hours per week
<b>Additional:</b>	Laptop, phone and car park
<b>Contract type:</b>	Permanent, Individual Employment Agreement

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## ORGANISATION DESCRIPTION

The Motor Neurone Disease Association of New Zealand Incorporated (MND New Zealand) is a not-for-profit organisation established in 1985 to provide support to people with motor neurone disease (also known as ALS – amyotrophic lateral sclerosis) and their carers.

We work alongside families and whānau, supporting and helping connect them with government and health related agencies that can assist. Our focus is to promote strong collaboration, effective communication, and timely interventions in the care of people with motor neurone disease.

We are the only national charity in New Zealand focused on MND support, advocacy, and research.

The four functional areas within MND NEW ZEALAND are:

- Support
- Educate
- Advocate
- Research

MND New Zealand has a small national office in Auckland which provides a national presence and is the administration hub of the organisation. National Office services our members and National Council and supports our seven Regional Support Advisors. Also based at National Office are our CEO, Office Manager, Support Team Leader, Fundraising & Events Coordinator.

MND New Zealand is going through an exciting period of growth via our 2019-22 strategy focussing on enhancing our support services, improving our information and engagement, and strengthening our organisational capacity and sustainability. We want to continue to increase awareness of MND in New Zealand, grow our 'team' of stakeholders and supporters, and operate a sustainable and successful business model well into the future, so we can better support people living with MND and their families/whānau.

**Position statement** – Together we provide the best quality support for those living with MND

**Values** – People First, Supportive, Professional, Honest, Partnership

**POSITION PURPOSE**

This is a hands-on role that leads the important functions of marketing, communications, and fundraising with a focus on raising awareness of MND in this country and of MND New Zealand as the provider of essential community-based support services to people living with MND and their family, whānau and carers; and raising funds to enable us to provide these services and operate sustainably over the long-term.

To work with the organisation on the development, implementation, evaluation, and reporting of the MND New Zealand marketing, communications and fundraising strategy and wider engagement plan. This position ensures the alignment of the marketing, communications, and fundraising functions so they operate effectively and efficiently with a common purpose and consistent results.

This is a leadership role, managing the Fundraising & Events Coordinator and working with the Grants Administration contractor to identify fundraising opportunities, put campaign plans in place and manage these to achieve positive financial outcomes.

**KEY RELATIONSHIPS**

<b>Internal Relationships</b>	CEO & National Office Staff  Regional MND Support Advisor Team  Regional MND community groups & volunteers
<b>External Relationships</b>	People with MND, their carers, family and wider whānau  International MND associations (particularly Australia)  Health and research professionals, other non-profits (particularly around neurological conditions), and community groups  Media, sponsors, corporate partners, and ambassadors  Occasional contractors, other services/agencies working with MND New Zealand  The general public

**KEY RESPONSIBILITIES**

**Strategy, Planning and Reporting**

- Implement and evaluate the MND New Zealand communications strategy which is supported by a communications work plan with concrete actions and timeframes.
- Ensure MND New Zealand’s communications planning and collateral support its wider strategic objectives.
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- Create (revise existing) fundraising plan and strategy, budget and KPIs, strategies for acquisition and retention of donors.
- Create a donor journey with donor thanking protocols and a donor pipeline.
- Create reporting strategies, templates and analysis required for marcomms and fundraising.
- To advise and support the CEO, National Office staff, and the MND Support Team on issues, including providing relevant and timely information and planning.

### **Leadership, staff management**

- Provide communications advice to the organisation and implement communications planning and initiatives.
- To manage, provide guidance and support to the Fundraising and Events Coordinator.
- Provide oversight to the Grants Administration contractor that they are working to plan and KPIs where applicable.

### **Marketing and Communications**

#### **1. Digital channels and community engagement**

To create compelling content that connects with the MND community and enhances knowledge and understanding of MND, including leading content development in key areas such as information on MND, research outcomes, and MND New Zealand's wider strategic initiatives.

- Online - manage, update, and analyse the use of the [mnd.org.nz](http://mnd.org.nz) website and support its ongoing development and user experience.
- Social media - manage, update, and analyse MND New Zealand's social media channels including our active Facebook page, along with other accounts where applicable (LinkedIn, Instagram, Twitter, YouTube).
- Inform - develop new, and update existing, MND New Zealand resources, both written and online, for MND community stakeholders and promote organisational activities.
- Engage – develop and distribute regular updates for our community including our staff (internal communications) and newsletter distributed to our wider database (minimum 3 x per year).
- Measure and evaluate – MND New Zealand's communications including through analytics. Develop and manage surveys as required.
- Stakeholder management – initiate and manage targeted communications via the MND New Zealand database.

#### **2. Visual Identity and brand**

- Provide guidance and support on the use and development of MND New Zealand's visual identity and brand, working with external agencies when appropriate.
- Support MND New Zealand's logo and visual identity, ensuring correctness and consistency of use across all our channels and areas of public outreach.

#### **3. Awareness and Advocacy**

Maintain knowledge of environment in which MND New Zealand operates and, where appropriate, explore new marketing and communications opportunities.

- Work closely with the CEO to raise the public profile of MND New Zealand, to increase awareness of MND in New Zealand, and to support fundraising.
- Identify opportunities to advocate for the MND community nationally, including the media.
- Identify opportunities to communicate with media about MND New Zealand events and initiatives.
- Work closely with the Support Team Lead and Support Advisor Team to ensure the MND Community, in particular people living with MND, have opportunities to share their stories.
- Support and develop MND New Zealand spokespeople, ensuring they have up-to-date key messages.
- Assist the CEO, and/or National Council, with submissions to NZ Government when appropriate.
- Communicate in a culturally sensitive way at all times.

## **Fundraising**

### **1. Individual Giving**

- Work on the strategy and roll out of; Direct mail, e-DM, newsletter with soft ask and acquisition, maintenance and upgrading of donors to the regular giving programme.
- Ensure protocols in place for the donor journey and the donor pipeline.

### **2. Donor Database**

- Work with the Fundraising and Events Coordinator to manage the database for; privacy protocols, clean data, automation and integration for peer to peer fundraising and digital messaging.

### **3. Campaigns**

- Work on integrating all fundraising into campaigns, so that messaging, marcomms and fundraising is aligned and work to support and promote each other.

### **4. Events**

- Work closely with the Fundraising & Events Coordinator and any external partners on the planning and implementation of the MND Awareness Month in June.
- Work with the Fundraising & Events Coordinator on the planning and implementation of the annual Walk 2 D'Feet MND events (Nov – Feb).
- Work with the Fundraising & Events Coordinator on the marketing and communications for other fundraising campaigns and events as required.

### **5. Grants**

- Work with the grant's contractor on the grants schedule and KPIs where applicable and provision of collateral needed for the submission of grant applications.

### **6. Relationship management**

- Work with the CEO to identify potential sponsorships, partnerships, gifts or bequests and assist with preparation of proposals.
- Identify possible collaborative relationships to assist with and enhance fundraising, marketing and awareness raising opportunities.

- Work with the Fundraising and Events Coordinator to liaise with community volunteer groups to promote regional activities and events.
- Support the development of stakeholder relationships across the MND community, wider health, and NGO sectors.
- To develop and manage relationships with media, the MND community, our supporters and donors, external providers, and other organisations/agencies (NZ and overseas).

### Research

- To work closely with MND New Zealand's Community & Research Advisor and keep across developments in research, liaising with research partners including the MND Registry and network and distributing this information where appropriate through our channels.
- Work with MND New Zealand's Community & Research Advisor to liaise with international MND organisations about significant research developments and any implications for New Zealanders with MND.
- Liaise with key NZ research partners including the MND Registry and MND Research Network and support communication initiatives where appropriate, including the e-newsletter to health professionals (minimum 3 x per year).

### Core Competencies

**Integrity and Trust** - Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn't misrepresent themselves for personal gain.

**Action Oriented** – Is a self-starter and pro-active; enjoys working hard; gets things done and is full of energy for the things they see as challenging; not fearful of giving things a go; seizes opportunities and runs with them.

**Communication** – Is able to write clearly and succinctly in a variety of communication settings and styles; can get messages across that have the desired effect; relates well to all kinds of people, up, down, and sideways, inside and outside the organisation; builds appropriate rapport; builds constructive and effective relationships.

**Customer Focus** - Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.

**Time Management** – Uses their time effectively; values time; concentrates their efforts on the more important priorities; gets more done in less time than others; can attend to a broader range of activities.

**Planning** - Accurately scopes out length and difficulty of tasks and projects; sets objectives and goals; breaks down work into the process steps; develops schedules and task/people assignments. Anticipates and adjusts for problems and roadblocks; measures performance against goals and evaluates results.

**Managing Vision and Purpose** - Communicates a compelling and inspired vision or sense of core purpose; talks beyond today; talks about possibilities; is optimistic; creates milestones and symbols to rally support behind the vision; makes the vision shareable by everyone; can inspire and motivate.

**Technical Learning** – Picks up on technical things quickly; can learn new skills and knowledge; is good at learning new industry, organisational, product, or technical knowledge; does well in technical courses and seminars.

**Person Specifications**

- At least four years' experience in a senior fundraising and marketing role in a charity, preferably in the health sector.
- Strong writing skills with the ability to tell a 'story' across a range of channels including digital.
- An understanding of working with the media and building relationships.
- Experience managing and promoting events with problem solving skills.
- Experience managing multi-channel marketing and integrated fundraising campaigns.
- A tertiary qualification in communications, journalism, and relevant training and memberships for fundraising
- A people person, great team player with a willingness to play their part to help the team succeed.
- Shows empathy, sensitivity and commitment to MND New Zealand's vision and values.
- An understanding and awareness of Te Tiriti o Waitangi.