

## POSITION DESCRIPTION

Title	Date
Fundraising Manager	March 2017
Department	Responsible To
Fundraising	Executive Director

### Purpose of the Position

The primary role of the Fundraising Manager is to contribute to the revenue objectives of The Leprosy Mission New Zealand (LMNZ) by developing and executing fundraising and communications campaigns and activities. The Fundraising Manager will take a leadership role in the promotion of the work of The Leprosy Mission to the New Zealand community, with the purpose of growing donor income by acquiring new supporters and growing current supporter relationships and income. The Fundraising Manager is a key contributor to the objectives of the current Strategic Plan, primarily through developing and executing a range of direct marketing and fundraising campaigns, in a manner which supports the core values of The Leprosy Mission.

Specific responsibilities include, but are not limited to:

- Developing, executing and reporting against the Fundraising plan to meet LMNZ's strategic direction.
- Developing and executing individual-giving supporter campaigns, appeals and publications.
- Developing and executing the multi-channel acquisition plan.
- Developing and executing digital communications including EDMs, website and social media.
- Managing a direct report and collaboration with peers to ensure the on-going success of the team.
- Key point person managing external marketing agencies.
- Liaison with Programmes team and Executive Director to ensure impact stories and project information from field programmes are collected and tailored for communications to our supporters.
- Management of special projects and events as determined by the Executive Director.

### Key Relationships

- Executive Director Directly supervises this position
- Fundraising Team
- Supporter Services Team (report to Finance Manager)
- Programmes Manager

<ul style="list-style-type: none"> <li>• Finance Manager</li> <li>• Supporter Engagement Committee                      LMNZ Board sub-committee</li> <li>• Marketing Agency    Working closely with external agency on a daily basis</li> </ul>	
<b>Accountability</b>	
<p>Expected results will be primarily measured through key performance indicators (KPI's) based on LMNZ's strategic plan and organisational objectives.</p>	
<b>Key Responsibilities</b>	<b>Expected Results</b>
<p><b>1. Strategic Planning and Reporting</b></p> <ul style="list-style-type: none"> <li>i. Develop of the LMNZ Fundraising Plan in liaison with the Executive Director and Supporter Engagement Committee.</li> <li>ii. Develop the Fundraising Plan in liaison with the Executive Director.</li> <li>iii. Monitor and report on Fundraising performance as per the current Key Performance Indicators.</li> <li>iv. Identify opportunities for new initiatives and developments, presenting feasibility and implementation plans as appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>• The Supporter Engagement Committee and Executive Director are provided with regular reports on Fundraising plans and performance.</li> <li>• New initiatives are identified and reported on</li> </ul>
<p><b>2. Marketing and Fundraising</b></p> <ul style="list-style-type: none"> <li>i. Develop and execute the fundraising campaigns on time and on budget for cost and income.</li> <li>ii. Grow the fundraising income by growing LMNZ's new supporter base and growing income from existing supporters, through managing direct mail appeals, regular giving programme (Cure One), E-DMs and partnership initiatives.</li> <li>iii. Approve campaign media plans recommended by agency,</li> <li>iv. Maintain an effective results-focused relationship with external marketing agencies.</li> <li>v. Manage special projects and events as determined by the Executive Director.</li> </ul>	<ul style="list-style-type: none"> <li>• Income/Expense objectives and KPI's established in liaison with and approved by Executive Director are met or exceeded.</li> </ul>
<p><b>3. Communications</b></p> <ul style="list-style-type: none"> <li>i. To oversee the production of and write content for key LMNZ publications including the Annual Report, Annual Review, and InTouch magazines.</li> <li>ii. To develop and execute digital communications e.g. website, EDMs, social media.</li> <li>iii. To write communication pieces for internal and external audiences and publications as and when appropriate (e.g. supporter stories, press articles).</li> </ul>	<ul style="list-style-type: none"> <li>• Objectives and KPI's established in liaison with and approved by Executive Director are met or exceeded.</li> <li>• External and internal communications are of a high standard of writing, design and presentation.</li> </ul>

<p>iv. Liaise between the programmes, supporter services and fundraising staff so that sufficient and accurate information is available from our projects to communicate to our supporters and to other external audiences.</p>	<ul style="list-style-type: none"> <li>• Strong liaison between marketing and programmes; expectations of both teams met.</li> </ul>
<p><b>3. General</b> i. Carry out additional tasks as required from time to time</p>	<ul style="list-style-type: none"> <li>• Flexible approach to work; able to take on specific tasks in order that the objectives of the LMNZ Marketing team are met.</li> </ul>
<p><b>Competencies</b></p>	
<p><b>1. Professional Skills, Technical Knowledge and Experience</b></p> <p>1.1 Relevant tertiary marketing qualification(s) preferably with direct marketing and/or fundraising qualifications.</p> <p>1.2 Demonstrated experience and success in a fundraising management role.</p> <p>1.3 Superior written communications skills across a variety of media.</p> <p>1.4 A sound understanding of digital media and content management systems.</p> <p>1.5 Strong project management, organisational and coordination skills, with a high attention to detail.</p> <p>1.6 Advanced computer literacy in standard business software e.g. Microsoft Office</p>	
<p><b>2. Personal Attributes</b></p> <p>2.1 Excellent interpersonal and relationship-building skills, with a strong commitment to team collaboration.</p> <p>2.2 Proven ability to work proactively in a high-performing team, contributing ideas, and can-do attitude.</p> <p>2.3 Capacity to work under pressure on multiple projects.</p> <p>2.4 Ability to engage easily with people of various cultures and backgrounds.</p> <p>2.5 Empathy with and enthusiasm for the Mission and Values of LMNZ.</p> <p>2.6 Strong commitment to social justice and a compassion for the poor and marginalised.</p> <p>2.7 Flexibility, adaptability and willingness to take on a wide range of tasks – nothing is too big or too small.</p>	