

POSITION DESCRIPTION

Title: Marketing & Fundraising Manager

Date: July 2025

Department: Fundraising

Responsible To: Executive Director

Salary up to \$120,000

Purpose of the Position

The primary role of the Marketing & 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 Marketing and 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 Marketing and 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 the donor journey strategy
- Developing and executing digital communications strategy including EDMs, website and social media

- Managing direct reports: Digital & Communications Specialist (Digital), Regular Giving & Campaigns Coordinator, Supporter Engagement Manager (Relationships). collaborating with peers to ensure the ongoing success of the team
- Key point person managing external agencies & partnerships
- Liaison with the 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 – the role reports to
- Marketing & Fundraising Team – Digital & Communications Specialist (Digital), Regular Giving & Campaigns Coordinator, Supporter Engagement Manager (Relationships). collaborating with peers to ensure the ongoing success of the team
- Supporter Services Team (report to Finance Manager)
- International Programmes Manager and team
- Finance Manager
- Supporter Engagement Committee – LMNZ Board sub-committee
- External agencies & Partnerships

Accountability

Expected results will be primarily measured through key performance indicators (KPIs) based on LMNZ's strategic plan and organisational objectives.

Key Responsibilities

Key Responsibilities	Expected Results
<p>Strategic Planning and Reporting</p> <p>i. Develop the LMNZ Fundraising Plan in liaison with the Executive Director and Supporter Engagement Committee.</p> <p>ii. Monitor and report on Fundraising performance as per the current Key Performance Indicators.</p> <p>iii. Develop the annual budget for fundraising income and expenses in liaison with the Executive Director.</p>	<ul style="list-style-type: none"> • The Supporter Engagement Committee and Executive Director are provided with regular reports on Fundraising plans, performance and budget. • New initiatives are identified and reported on.

<p>iv. Identify opportunities for new initiatives and developments, presenting feasibility and implementation plans as appropriate.</p>	
<p>Marketing and Fundraising</p> <p>i. Develop and execute the fundraising campaigns on time and on budget for cost and income.</p> <p>ii. Develop donor journey and donor care strategy for retention and loyalty of supporters to maintain appeals income and grow legacy income.</p> <p>iii. Develop strategies and build and maintain relationships with mid-level and major donors.</p> <p>iv. Assist with Trust and Institutional funding applications as required.</p> <p>v. Grow the fundraising income by growing LMNZ's new supporter base and income from existing supporters, through managing direct mail appeals, regular giving programme (Cure One), E-DMs and partnership initiatives.</p> <p>vi. Approve campaign media plans recommended by agency.</p> <p>vii. Maintain an effective results-focused relationship with external marketing agencies.</p> <p>viii. Manage special projects and events as determined by the Executive Director.</p>	<ul style="list-style-type: none"> • Income/Expense objectives and KPIs established in liaison with and approved by the Executive Director are met or exceeded.
<p>Communications</p> <p>i. To oversee the production of and write content for key LMNZ publications including the Annual Report, Annual Review, and InTouch magazines.</p> <p>ii. To oversee the development and execution of digital communications e.g. websites, EDMs, social media.</p> <p>iii. To write communication pieces for internal and external audiences and publications as and when appropriate (e.g. supporter stories, press articles).</p> <p>iv. Liaise between the programmes, supporter services and</p>	<ul style="list-style-type: none"> • Objectives and KPIs established in liaison with and approved by the Executive Director are met or exceeded. • External and internal communications are of a high standard of writing, design and presentation. • Strong liaison between marketing and programmes;

fundraising staff so that sufficient and accurate information is available from our projects.	expectations of both teams met.
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