



Job Description

Job Title - Ingoa Tūranga Mahi	Individual Giving Lead
Reports to - Rīpoata ki	Individual Giving and Community Fundraising Manager
Service - Ratonga:	Marketing, Communications and Fundraising
Direct Reports - Rīpoata Tika	N/A
Location - Wāhi:	140 Hobson Street, HomeGround

Te Tāpui Atawhai – Auckland City Mission

Background - Ko wai mātou

Te Tāpui Atawhai – Auckland City Mission supports Aucklanders in greatest need. Our services have evolved as the city's social needs have. We respond with care and compassion while advocating for a reality where there are enough suitable homes, enough access to nutritious food, and accessible health care for all.

Since our doors opened more than 104 years ago, this has been our 'why'. We offer support for however long and in whatever way needed – for some people that's simply accessing one of our many services, for others that's a complex journey with our full support.

The Mission, known as Te Tāpui Atawhai since July 2021, sees its Māori name as symbolising a commitment to understanding and addressing the impact of colonisation and contributing to the nation's healing process and acknowledging that existing economic, health, and social inequities for Māori are caused by breaches of Te Tiriti which are on-going.

Te Tāpui Atawhai is committed to upholding Te Tiriti o Waitangi, doing so is core to achieving our organisational mission and vision. This commitment underpins our work and is foundational to our mission, vision and values as a Tangata Tiriti organisation. This commitment is demonstrated in everything we do as an organisation, and we are committed to fostering a diverse and inclusive workplace where staff feel valued and respected.

Position Purpose - Te Kaupapa o Te Tūranga

The Individual Giving Lead is responsible for leading and growing the Mission's individual giving programme - inspiring Aucklanders to give and ensuring existing supporters are nurtured and retained. This includes oversight of all regular giving, general donations, appeals, and donor acquisition campaigns across multiple channels.

Reporting to the Individual Giving and Community Fundraising Manager this role manages all aspects of donor stewardship across the supporter lifecycle - from acquisition, onboarding, and upgrade, through to reactivation and long-term retention. A critical success factor will be creating a compelling, data-led donor experience that builds deeper engagement and delivers on income targets.

The role works closely with the Marketing and Communications team to ensure messaging and advertising supports a strong individual giving pipeline and that campaign content is consistent, on brand, and emotionally resonant.

The Individual Giving Lead also provides strategic oversight of fundraising data and CRM processes, ensuring high-quality data, effective segmentation and reporting, and best practice fundraising operations. Working in partnership with the Data & Automation Coordinator, the role ensures the CRM effectively supports fundraising strategy, campaign delivery and supporter stewardship, while providing fundraising guidance to colleagues involved in donor administration and data management.

This is a hands-on role, responsible for strategy, planning, implementation and evaluation.

Key Responsibilities – Ngā Kawenga Matua

Strategy and Planning

- Develop and deliver the annual individual giving plan, including KPIs across appeals, regular giving, donor acquisition and retention.
- Identify opportunities for growth through new channels, audiences, products and offers.
- Monitor sector trends and donor behaviour to inform audience targeting and campaign development.
- Champion a donor-first culture within the Mission and contribute to strategic fundraising planning.

Campaign and Programme Delivery

- Lead the strategy, planning and delivery of the Mission's Individual Giving programme, including appeals, regular giving and always-on fundraising activity.
- Own the end-to-end delivery of fundraising campaigns, from proposition

development and campaign planning through to creative briefing, production, launch, optimisation, reporting and post-campaign evaluation.

- Develop integrated, multi-channel fundraising campaigns across direct mail, email, SMS, digital advertising, website, social media, telemarketing and TVC, ensuring channels work together to maximise supporter engagement, income and return on investment.
- Design and optimise donor journeys across acquisition, onboarding, stewardship, upgrade, reactivation and retention to maximise supporter lifetime value.
- Manage campaign budgets, suppliers, timelines and KPIs, ensuring campaigns are delivered on time, within budget and achieve agreed performance targets.
- Partner with the Marketing and Communications team to develop compelling fundraising propositions, creative assets and campaign content aligned with the Mission's brand and fundraising objectives.
- Lead a culture of continuous improvement by testing, evaluating and optimising campaigns using supporter insights, data and fundraising best practice.

Donor Stewardship and Supporter Care

- Oversee end-to-end donor stewardship including welcome packs, acknowledgements, upgrades, reactivations and retention efforts.
- Ensure high standards of donor care are delivered by the Supporter Care Assistant, including prompt responses and meaningful recognition.
- Lead planning of supporter engagement activities, including at least two events annually.

Data, Reporting and CRM Oversight

- Use segmentation, donor insights and campaign performance data to optimise targeting, supporter experience and return on investment.
- Lead fundraising reporting, providing regular analysis of campaign performance, donor behaviour, income trends and key fundraising KPIs to inform decision making.
- Ensure the accuracy and integrity of fundraising data by promoting best practice data management, campaign coding and supporter records across the fundraising team.
- Act as the fundraising team's CRM lead, working closely with the Data and Automation Coordinator to ensure the database supports fundraising objectives, reporting requirements and campaign delivery.
- Define fundraising data requirements, audience selections and reporting needs, supporting the development of CRM improvements and fundraising automations.
- Provide guidance and training to fundraising staff on CRM processes, data entry standards and fundraising best practice.

Stakeholder and Supplier Management

- Lead cross-functional fundraising projects from planning through to delivery, ensuring campaigns are delivered on time, within budget and achieve agreed objectives.

- Coordinate internal stakeholders including Marketing, Communications, Finance and Service Delivery to ensure fundraising campaigns are delivered seamlessly.
- Manage relationships with external agencies, suppliers and contractors, ensuring clear briefs, effective communication and delivery against agreed timelines, budgets and KPIs.
- Provide day-to-day guidance and technical support to the Supporter Care Assistant and Data & Automation Coordinator on campaign delivery, fundraising processes and supporter experience, while recognising their respective areas of expertise.

Compliance

- Lead a culture of positive health and safety practice and meet requirements of health and safety policies.
- Ensure the Mission complies with all legal and regulatory requirements and governance protocols (e.g. NZ Employment Law) and report any breaches as soon as they become known.

Culture and relationships

- Demonstrate through actions commitment to Te Tiriti o Waitangi and the Mission's values of Manaakitanga, Atawhai, Rangapū and Manatika/Mana Orite.
- Demonstrate empathy and understanding of issues of trauma, mental health, addiction, poverty and homelessness.
- Ability to communicate clearly and effectively with people from all walks of life and at various organisational levels.
- Advocate for social justice, improved social conditions and a fair sharing of the community's resources.

Health and Safety, Quality and Ethics

- Act within the professional boundaries outlined in the Mission Code of Ethics and Code of Conduct in all dealings with co-workers, clients, and external agency stakeholders. Fulfil Te Tāpui Atawhai - Auckland City Mission policies and procedures, with particular attention to safeguarding, health and safety, and equality and diversity.
- Lead a culture of positive and engaged health and safety practice, meet requirements of health and safety policy, and the Health and Safety at Work Act NZ. Take responsibility to work safely by taking reasonable care of your own health and safety, and ensuring your actions or omissions do not pose harm to yourself or others. Additionally, it is essential to comply with any reasonable instructions, policies, or procedures provided to ensure a safe and healthy work environment for all.

- Commitment to actively uphold Te Tāpui Atawhai – Auckland City Mission Te Tiriti o Waitangi policy and strategy.
- Proven experience applying te Tiriti o Waitangi into organisational practice.
- Empathy and understanding of issues of trauma, mental health, addiction, poverty and homelessness.
- Values aligned to the Te Tāpui Atawhai -Auckland City Mission brand and culture.
- Minimum four years' experience in fundraising, marketing, communications or a related field.
- Experience developing campaigns (eg appeals) across multiple channels to connect with varying audiences.
- Strong data analysis skills, with ability to segment and manipulate data.
- Strong numeric skills.
- Excellent project management skills.
- Experience working with a CRM.
- Experience working with external agencies.
- Experience in editing and proofing a range of content.
- Excellent inter-personal and communication (written and oral) skills.
- Excellent team building, collaboration and partnering skills, with aptitude for getting things done through both formal and informal channels.
- Strong time management and organisational skills.
- Sound knowledge of Office packages.
- Ability to solve problems and be resourceful
- Reputation for personal integrity and reliability.
- Strong ability to build rapport, build and maintain relationships
- Ability to handle sensitive information in a confidential manner.

Why join us? – Haere mai

Cultural Respect: Be part of an organisation that values and integrates te ao Māori into its core values and operations.

Career Growth: Access to professional development and to build skills with a great brand.

Supportive Environment: Engage with a diverse network of colleagues and participate in culturally enriching events and activities.

OUR MISSION - Tō Mātou Kaupapa.

We provide immediate relief and pathways to long-term wellbeing for people in greatest need, through connection and access to kai, kāinga and hauora.

OUR VISION - Tō Mātou Kitea

Tāmaki Makaurau where everyone can thrive.

OUR IMPACT STATEMENTS

- Homelessness is brief, rare and non-recurring with affordable and healthy homes a reality for every person in Tāmaki Makaurau.
- Everyone has access to enough good kai to sustain them and their whānau needs.
- Health care is accessible for all, including people living with the effects of trauma, mental unwellness and substance abuse.