

Fundraiser



Presbyterian Support
Central

enliven



Family
Works

Role specification

Role Title

Fundraiser

Business Unit

Business Services and Sustainability

Location

Central Hub

Reports to

Marketing, Communications and Fundraising Manager

Direct Reports

N/A

Purpose of the role

The Fundraiser works with the Marketing, Communications & Fundraising Manager to support achieving PSC's fundraising objectives and financial targets. The Fundraiser is responsible for the implementation of the associated and agreed fundraising plans and campaigns and will help to identify current and future donor, funder and business partner opportunities, build up those relationships and direct their generosity to the greatest needs in PSC.

As a fundraising generalist your responsibilities will include (but are not limited to) grant applications and associated accountability, bequests and legacies, individual giving (including direct mail appeals) and stewarding regular givers. The overall objective of the Fundraiser is to support the implementation of the Fundraising strategy and plans, achieve fundraising revenue targets, and increase fundraising income annually and promote the organisation and its causes.

Organisational overview

Presbyterian Support Central's (PSC) vision is of inclusive communities where people and families are safe, strong and connected. Our caring team is dedicated to providing person-centred, culturally responsive, caring and professional support to people from all walks of life. We are a not-for-profit organisation providing services in Taranaki, Whanganui, Horowhenua, Manawatu, Wairarapa and the greater Wellington region. PSC is one of seven autonomous regional Presbyterian Support organisations. Collectively we are one of Aotearoa New Zealand's largest not-for-profit health and social service providers

PSC's services for tamariki and their whānau are provided by Family Works, while our services for older people are provided by Enliven. Our Family Works services support children, young people, families



and communities who have experienced trauma, family violence, separation, poverty, stress and anxiety, to have a safer and brighter future. Our Enliven services create age-friendly communities where people are happy and thrive, regardless of their age or ability. Our homes and villages are places where older people have companionship, choice, variety, fun, meaningful activity and a sense of purpose.

PSC is a charity incorporated under the Charitable Trusts Act 1957. While we operate as a separate entity to the Presbyterian Church, our name is a celebration of our beginnings, our heritage and the values we share.

Key Accountabilities

Planning

- Actively contributes to the implementation of PSC's Fundraising Strategy, supporting the Marketing, Communications & Fundraising Manager and General Manager Business Services & Sustainability.
- Implements tactical fundraising plans for individual programmes.
- Collaborates with the Marketing, Communications & Fundraising Manager on setting Fundraising Objectives and is accountable for identifying opportunities to ensure annual fundraising targets are achieved which will include collaboration with the wider PSC teams to assess requirements. The target for FY 25/26 is \$750,000 and we expect this to increase year-on-year.

Fundraising activity

- Contributes to fundraising initiatives as agreed with the GM Business Services & Sustainability and Marketing, Communications and Fundraising Manager.
- Researches and understands the funding requirements within the organisation and implements tactical fundraising plans to meet those needs.
- Researches relevant trusts and grant-making bodies, preparing, writing and submitting applications to reach monthly grants targets.
- Supports stewardship and marketing efforts to identify major gift and bequest prospects and implements a donor care programme to nurture the relationship.
- Identifies new fundraising opportunities; develops and implements associated fundraising plans and activities as agreed with the Marketing, Communications & Fundraising Manager and GM Business Services and Sustainability.
- Implements an effective plan for donor acquisition and donor reactivation, in particular in relation to regular giving.
- Ensures donor care is well managed and supports retention, engagement and growth, with support of Business Services Admin team which includes regular contact with PSCs supporters.
- Delivers PSC's fundraising direct mail programme and annual appeals, including drafting and producing appeal 'asks' and producing appropriate data segmentation for the mail house.



Currently this includes preparing two appeals annually and two fundraising newsletters, with potential to increase this in the future.

- Produces relevant reporting and accountability following such appeals.
- Works with the Marketing, Communications & Fundraising Manager to develop and deliver the necessary approved materials and resources for all communication channels to ensuring fundraising programmes and activities can be successfully implemented and sustained.
- Supports the Marketing function to ensure all fundraising material produced is well written, professional, ethical and on-brand.
- Identifies opportunities for continual improvement in fundraising policy and ensures practices are identified and implemented.
- Contributes to PSC newsletters, magazines and publications on a regular basis to promote PSC fundraising activity.
- Supports the Marketing, Communications & Fundraising Manager with any other activities that are required.

Reporting

- Ensures all fundraising accountability reporting requirements, for grant funders and PSC Board, are met in a timely way.
- Fundraising documentation and records are clear, accurate and well managed.
- Ensures all fundraising income is recorded accurately.
- Conducts analysis of giving trends, history and individual campaigns is provided as required.
- Ensures fundraising reporting is accurate and reliable.

Relationship management

- Develops and maintains strong and positive relationships with staff at PSC's Central Office, Enliven and Family Works facilities.
- Supports the GM Business Services & Sustainability, and Marketing, Communications & Fundraising Manager in managing the relationship with PSC's donors and philanthropic funders and partners.
- Implements a membership engagement and acquisition plan.
- Builds donor, funder, and business partner relationships to support our fundraising targets and outcomes.
- Is a proactive and supportive team member.

Industry knowledge

- Maintains professional competencies, Code of Ethics and professionalism to support the positive profile of Family Works, Enliven and PSC in the community.
- Remains conversant with the social, economic and political indicators and trends that may affect the organisation's ability to raise funds or enhance its profile in the community.
- Fundraising functions and activity are in line with best practice industry standards.
- Statutory and Code of Ethics requirements are met, pre-agreed objectives realised, and annual audit requirements are met.



- Fundraising plans are implemented in accordance with all FINZ and PSC policies and procedures, including the Code of Ethics and Practices Standards, and comply with all statutory requirements.
- Keeps up to date with changes in the external environment and brings appropriate changes to the attention of the Marketing, Communications & Fundraising Manager.

Health, safety and wellbeing

- Support organisational health, safety and wellbeing initiatives
- Supports a culture of wellbeing at PSC
- Role model good health and safety practice and behaviours
- Report all hazards, incidents, accidents and near misses
- Supports managers and the organisation in remaining compliant to health and safety legislation



Core Competencies



Customer Service

- Strives to provide excellent customer service across the business. Is visible, accessible and approachable to management and staff – meets with people across the business and in different locations
- Actively seeks input from clients and key stakeholders to identify their unique business needs, goals, opportunities and risks
- Is responsive to client requests and queries, attends promptly to any concerns and resolves these where at all possible
- Aware of what sites and clients are saying - listens to and understands their needs
- Ensures that client expectations are managed, and delivery capability clearly communicated.



Communication

- Practises active and attentive listening
- Explains information and gives instructions in clear and simple terms
- Willingly answers questions and concerns raised by others
- Responds in a non-defensive way when asked about errors or oversights, or when own position is challenged
- Is confident and appropriately assertive in dealing with others
- Deals effectively with conflict.



Relationship Management

- Actively attempts to identify client's unique business needs, goals, opportunities and risks
- Actively seeks input from clients and key stakeholders to ascertain needs
- Demonstrates thoughtfulness, courtesy, openness and respect for the organisation's clients and employees. Gains trust and confidence
- Establishes and sustains positive working relationships with people at all levels. This includes the development of networks, promoting the organisation's brand and purpose and seeking new ideas
- Fosters an open, collective, mutually beneficial and co-operative culture within the wider organisation
- Ensures that client expectations are managed and delivery capability clearly communicated
- Attends promptly any client concerns and resolves these where at all possible.





Taking Responsibility

- Plans and organises work, allocating time to priority issues, meeting deadlines and coping with the unexpected
- Adjusts work style and approach to fit in with requirements
- Perseveres with tasks and achieves objectives despite obstacles
- Is flexible in thinking and open to changes affecting role and condition
- Is reliable - does what one says one will
- Consistently performs tasks correctly - following PSC, Family Works and Enliven policy and procedures and protocols.



Teamwork

- Develops constructive professional working relationships
- Has an open positive manner
- Is visible, accessible and approachable to management and staff – meets people across the business in different locations
- Works cooperatively - willingly sharing knowledge and expertise with colleagues
- Shows flexibility - is willing to change work arrangements or take on extra tasks in the short term to help the service or team meet its commitments
- Supports in word and action, decisions that have been made by the organisation
- Understands the impact of own role, and how that directly or indirectly supports the work of wider team and organisation.



Quality and Innovation

- Sets high standards for self
- Constantly looks for innovative ways to achieve greater levels of efficiency, cost-effectiveness and growth
- Provides quality service to those who rely on one's work
- Looks for ways to improve work processes - suggests new ideas and approaches
- Explores and trials ideas and suggestions for improvement made by others
- Shows commitment to continuous learning and performance development.



Person Specification

Qualifications

- A tertiary qualification in fundraising, communications or business development; or equivalent experience.

Experience

- Experience and proven success in a fundraising role, ideally with grants and/or individual giving.
- Generalist fundraising experience covering a broad range of fundraising disciplines.
- Demonstrated experience in managing multiple deadlines and priorities.
- Demonstrates a good understanding of the health and/or social service, not-for-profit sectors.
- Demonstrates good computer literacy including knowledge of the Microsoft Office suites and Fundraiser One or other similar fundraising software.
- Outstanding written and verbal communication skills

Other

- Ability and willingness to travel throughout the PSC region (Taranaki to Wellington) as required.

Te Tiriti o Waitangi

Presbyterian Support Central honours te Tiriti o Waitangi, accords value to te ao Māori (the Māori world), supports kaitiakitanga (guardianship) and is responsive to the needs of Māori.

All staff are encouraged to celebrate cultural diversity in the workplace. This is about respect, engagement, and honouring all people while at the same time acknowledging the unique role of Māori as Tangata Whenua.

Position Description

The role description will be reviewed regularly in order for it to continue to reflect the changing needs of the organisation. Any changes will be discussed with the position holder before being made. Annual objectives and performance measures will be set each year during the annual performance planning and development meeting.

