

|  |
| --- |
|  |

**Major Donor Specialist**

|  |  |
| --- | --- |
| **Service: Fundraising and Reputation** | **Date Prepared: 3 August 2021** |
| **Reports to: Fundraising and Reputation Manager** | **Direct Reports: None.** |

***Our Mission:***

*Together we stand with those in desperate need.*

*We provide immediate relief and pathways to enable long term wellbeing.*

***Our Values are:***

* ***Manaakitanga***

 *Manaakitanga is behavior that acknowledges the mana of others as having equal or greater importance than one’s own, through the expression of aroha, hospitality, generosity and mutual respect.*

* ***Justice (Manatika)***

 *Committed to equity, and seeking dignity for all we will fearlessly advocate with and for those who are going without.*

* ***Partnership (Rangapū)***

 *Firstly, the Auckland City Mission recognises the principle of partnership within Te Tiriti O Waitangi.*

 *Secondly, our commitment to partnership stems from a belief that manaakitanga, equity and social justice need to be pursued both within partnerships and through them.*

 *For us partnership is characterised by mutual trust, integrity, respect, transparency and commitment.*

|  |
| --- |
| **Background** |
| For 100 years Auckland City Mission has provided a range of social services for those in desperate need. While the people, their needs and consequently our services have changed over that time our philosophy of giving not charity but a chance, has not. The services we offer at present are focused around homelessness, hunger and health. Thus, we seek to provide exceptional services to people who are sleeping rough or who are inadequately housed, those who struggle with food insecurity, with drug and alcohol addiction, who need affordable primary healthcare, or any of the above and more. |

|  |
| --- |
| **The Service** |
| The Fundraising and Reputation team supports the work of the Mission through raising the profile of the organisation and the social issues we support, while generating income to fund our work.  |

|  |
| --- |
| **Position Summary** |
| This role exists to develop the Mission’s base of significant individual supporters, through identifying opportunities, building relationships and providing gold standard customer service and reporting. You will be responsible for both operational donors and those supporting the HomeGround capital campaign project.Reporting to the Fundraising and Reputation Manager, the role holder will drive the major donor strategy, ensuring every opportunity is maximised, to meet financial and non-financial targets. You will secure long-term support for the Mission from a range of high net worth individuals, and provide them with opportunities to gift funds, goods and time through a range of activities. At the close of the HomeGround project, you will be responsible for continuing to provide exceptional stewardship to those supporters, encouraging them to become long-term operational supporters.You will ensure major donors are well acknowledged and supported through excellent customer service, including prompt thanking for individual gifts, developing recognition events, creating newsletters and making regular individual contact. You will be responsible for ensuring records are well maintained and monthly financial reports are accurate. You will also be responsible for administering bequests gifted to the Mission, as well as responding to requests from supporters wishing to leave a bequest in their will.The role includes public speaking engagements and attendance at events.  Your work with individuals will help to spread the word about the Mission, inspiring their friends, families and staff members to support us too.You will work with colleagues from across the organisation to ensure the Mission’s needs are met. |

|  |
| --- |
| **Key Responsibility Areas** |
| Major Donor Development:* Research the marketplace and analyse the Mission’s current supporter base and relationships to identify potential major donors.
* Identify opportunities for support across the Mission’s range of services.
* Engage with major donors to develop long-term, mutually beneficial

relationships.* Develop compelling, engaging proposals and presentations outlining opportunities to be involved.

Relationship Management:* Provide gold standard customer service to ensure all of their expectations are exceeded.
* Organise at least one annual major individual supporter event to acknowledge, educate and engage with a range of supporters. In the first year, you may also be required to hold additional acknowledgement events for HomeGround supporters.
* In the first year, be responsible for organising regular HomeGround site tours.
* Continue to engage with major supporters to identify opportunities for further support.

Communication support:* Actively engage with major individual supporters through a range of communication channels including newsletters, face to face engagement and mail.

Bequest administration:* Respond to incoming notifications of bequests, working with lawyers and executors of estates to complete bequestors wishes.
* Respond to incoming queries from supporters wishing to leave a gift in their will to the Mission.
* Ensure all collateral is kept up-to-date.

General* Keep records and files up to date and accurate.
* Provide a monthly report.
* Recommend future improvements across all elements of the role, as part of a commitment to continuous improvement.
* Uphold and enhance the reputation of the Mission at every possible opportunity.
* Support the rest of the Fundraising and Reputation team in their work as required.
* Any other reasonable task which is consistent with the overall purpose of the position.
 |

|  |
| --- |
| **Qualifications, Experience, Knowledge and Skill Requirements** |
| Essential | Desirable |
| Post-secondary education in sales, marketing or fundraising or a related field.Experience in major gifts or bequests.Excellent customer relationship skills.Experience developing communications across multiple channels to connect with varying audiences. Excellent inter-personal and communication (written and oral) skills.Excellent editing and proofing skills.Strong data analysis skills, with ability to segment data.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. Full NZ driver’s licence.Reputation for personal integrity and reliability.Commitment to the Auckland City Mission brand and culture.Commitment to embodying the principles of the Treaty of Waitangi in organisational practice.An appreciation of the multi-cultural nature of both New Zealand and the Mission’s staff, volunteers and clients.* Willingness to advocate for improved social conditions and a fair sharing of the community’s resources.
 | Tertiary qualification in sales, marketing, fundraising or a related field.Knowledge of best practice customer service.A broad understanding of the homeless sector in Auckland.An understanding of the complex issues that lead people into homelessness.An understanding of how to work with vulnerable people and the systems they have to engage with. |