

Strategic Fundraising Manager: Job description



TITLE OF POSITION: Strategic Fundraising Manager, Mercy Ships New Zealand (MSNZ)

REPORTS TO: MSNZ Director

LOCATION: MSNZ, Level 1, 419 Church Street East, Penrose, Auckland (or any future location of MSNZ Office)

DATE CREATED: December 2018

PURPOSE OF THE ROLE

The purpose of the Strategic Fundraising Manager is to lead current fundraising activities, identify and develop new opportunities, create and implement short-term and long-term fundraising strategies allowing sustainable funding for MSNZ and its core purpose.

KEY RELATIONSHIPS

INTERNAL:

- MSNZ Director
- MSNZ Chair and Board members
- Communications Manager
- Administrative Assistant
- Contracted digital / social media consultants

EXTERNAL:

- Donors and sponsors
- Contracted fundraising consultants
- Supplier

KEY RESPONSIBILITIES

Strategic planning and budgeting

- Develop short-term and long-term strategic fundraising plans, including associated budgets
- Report progress and matters of strategic significance to the Director (and MSNZ Board on an as required basis) on the achievement of the plan objectives (including the budget), within agreed timeframes

Fundraising activity

- Execute MSNZ's fundraising strategies
- Research, identify and capitalise upon potential funding opportunities
- Write, submit and report on funding applications
- Pursue initiatives to profile the work and success of MSNZ, including the activity undertaken by the funds raised
- Manage relationships with corporate sponsors; identify and develop new opportunities
- Manage all fundraising income streams for MSNZ, including regular giving, one-off donations, bequests, corporate sponsorships, trusts and foundations
- In conjunction with the Communications Manager, develop and deliver fundraising acquisition and retention collateral consistent with the MSNZ brand
- Process, receipt and report on all donations
- Ensure all fundraising activity is in line with the fundraising plan and budget, and that all annual targets are achieved
- Ensure all fundraising initiatives are well managed and cost effective

Donor care

- Deliver an excellent service experience to MSNZ's valued supporters by managing and delivering best practice in donation handling and fulfilment
- Ensure all interactions with supporters are managed in a manner reflecting the mission, vision and values of MSNZ

Database management

- Manage the integrity of the data entered into the fundraising database, ensuring that the data held is of the highest quality possible
- Ensure the data is processed as quickly and efficiently as possible, ensuring prompt and effective donation acknowledgement and robust internal reporting and analysis
- Provide accurate and insightful data analysis of donor activity
- Provide high quality segmentation / selections for donor campaigns, to ensure that targeting is focused, income is maximised and that overlap of selections is avoided

- Manage the relationship with the database service provider
- Lead and manage any database updates and developments in a seamless manner to ensure minimum disruption to the fundraising programme

Health and safety

- All MSNZ staff are personally accountable:
 - For the health and safety performance for work areas over which they have control
 - For their continued management competence in health and safety
 - By ensuring that all employees and contractors understand and accept their responsibility to promise a safe and healthy workplace

General

- Actively participate and contribute as a key member of the overall MSNZ team
- Keep the Director abreast of key tasks, results and issues
- Carry out other duties that may be required from time to time by the Director

EXPERIENCE

- A proven track record in fundraising or capital raising management, at a senior level
- Experience in budget and financial management
- Database management and segmentation experience
- Experience in public speaking

KNOWLEDGE / SKILLS

- Knowledge and understanding of fundraising theory and practice, from strategy and creation through to implementation
- An understanding of the current issues facing the not for profit and volunteer sectors
- Knowledge of funding opportunities for not for profit sector organisations
- Demonstrated strategic thinking and planning capability
- Strong and effective communication skills, including the ability to present
- Strong relationship building skills across a broad range of groups and individuals
- Focused on results
- Entrepreneurial and innovative mindset
- Strong financial skills
- Strong planning, prioritising and organising skills
- Ability to inspire confidence and trust
- High personal integrity
- Strong administration and reporting skills
- Strong computer skills

ATTRIBUTES

- Alignment with and empathy towards the mission, vision and values of MSNZ (www.mercyships.org.nz/our-vision)
- A genuine interest in the needs of Third World countries, especially Africa, and a passion for the improvement of healthcare
- Ability to maintain the confidence of donors and sponsors
- Discreet and confidential
- Strong customer and service delivery focus
- Open, collaborative communication style
- Disciplined time management skills
- Good sense of humour
- Ability to travel, domestically and internationally, as is sometimes required

QUALIFICATIONS

- A qualification in fundraising or marketing is desirable