

Burnett Foundation Aotearoa

POSITION DESCRIPTION

Position	Event Fundraising Specialist
Employment Basis	Fixed term 12 months, Full time (37.5 hours per week)
Location	National Office, 31-35 Hargreaves St, Ponsonby, Auckland
Reporting to	Fundraising Team Lead
Team Purpose	This role sits within Burnett Foundation's fundraising team which is responsible for generating income to fund Burnett Foundation's services, programmes, and activities. The fundraising team channels include individual giving, peer-to-peer events, philanthropic grants, sponsorship and key partnerships.
Direct Reports	N/A
Key Internal Relationships	<ul style="list-style-type: none"> • Fundraising Team Lead • Fundraising Specialist • Fundraising Coordinator • Marketing, Communications and Fundraising Manager • Chief Executive • Marketing Team • Communications Team • Services and Outreach Team
Key External Relationships	<p>Key organisations and individuals relevant to Burnett Foundations fundraising programme. This includes:</p> <ul style="list-style-type: none"> • Current and potential donor base • Fundraising suppliers • Past event fundraising participants, including workplaces and teams • Corporate partners • Communities affected by HIV, especially gay, bisexual and other men who have sex with men (GBM) and people living with HIV (PLHIV) • Other organisations, individuals or groups working to improve HIV, sexual health or rainbow health
Role Purpose	<p>The Event Fundraising Specialist will:</p> <ul style="list-style-type: none"> • Deliver our peer-to-peer and event income streams with support of the Fundraising Team Lead, fundraising team, and external agencies • Develop comprehensive journeys that maximise the engagement and value of participants • Foster new, and nurture existing workplace and corporate partnerships • Show love to our fundraisers through genuine relationship management • Support the sponsorship and partnership programme

Who we are

Burnett Foundation Aotearoa (formerly New Zealand AIDS Foundation) has been at the forefront of the community response to HIV in Aotearoa for more than 30 years, a history we're very proud of.

With the same passion and commitment as those who came before us, we are working hard to prevent HIV transmission, reduce stigma and maximise the wellbeing of those most affected.

Through our community engagement, behaviour-change marketing campaigns, and testing and therapeutic support services, we reach people across the country.

As a registered charity, our work is made possible through funding from the Ministry of Health, passionate trust foundations and donations from like-minded individuals who share our vision. Together, we are working towards an Aotearoa with zero HIV transmissions where people living with or affected by HIV flourish.

Key Areas of Responsibility and Ownership

Peer-to-peer events
<p>Work with the Fundraising Team Lead and fundraising team to:</p> <ul style="list-style-type: none"> • Deliver our signature peer-to-peer event Sweat with Pride, and other events and associated appeals, including the promotion, recruitment, fundraising and co-ordination of collateral, working with suppliers • Liaise with organisations and individuals to support our fundraising initiatives, including for project fundraising, event partnerships and peer-to-peer fundraising as required • Develop engagement strategies to nurture workplaces to increase the uptake of our peer-to-peer events • Grow our corporate partnership revenue with meaningful relationship building • Manage key stakeholders to support the development of concepts and advertising of the programme • Manage our social media and website content • Respond to participant queries with poise via telephone, email and mail • Actively promote and grow peer-to-peer fundraising activities year-round
Event Fundraising
<ul style="list-style-type: none"> • Act as a key person delivering the annual Big Gay Out festival • Support the event producer in the communication and promotion of market stalls at the event • Support the Fundraising Team Lead to secure new corporate partnership opportunities, and in the management of these relationships year-round • Create and manage fundraising resources, to ensure we have merchandise to sell at the event • Develop new ways to grow fundraising revenue from the event, in partnership with the event team • Respond to enquiries relating to revenue generation • Support the fundraising team to deliver the sponsorship and partnership programme as necessary • Continuously look for new opportunities to improve and grow the fundraising programme from other events
General Fundraising
<p>Outside of the event periods, you may also support the fundraising team to deliver our wider fundraising strategy, including:</p> <ul style="list-style-type: none"> • Support the delivery of our regular giving programme • Contribute to the launch and growth of a major gifts and gifts-in-wills programme • Support the management of resources and stock • Contribute to strategic reviews, evaluations, annual planning and budget management
Self-Development
<ul style="list-style-type: none"> • Through Burnett Foundation Performance Review process, establish personal/professional development needs/goals that support success in the role of Fundraising Specialist Peer-to-Peer. • Maintain familiarity with relevant evidence and best-practise in HIV prevention and health promotion.
Health & safety and Wellbeing
<ul style="list-style-type: none"> • Proactively support the creation of a positive health and safety culture at Burnett Foundation. • Ensure a clear understanding and knowledge of health and safety policies and procedures. • Ensure a clear understanding of the hazards and control measures associated with daily operations at Burnett Foundation. • Contribute to a positive and inclusive work environment, one that respects each other and values diversity.
Any other reasonable task which is consistent with the overall purpose of the position.

Skills, Experience & Qualifications.	
Essential	<ul style="list-style-type: none"> • Experience planning and delivering digital or physical peer-to-peer fundraising events. • A passion for and experience with providing excellent supporter care . • Strong supplier management skills, including project management, relationship building and negotiation experience. • Absolute confidence speaking with people via telephone – with the ability to pick up the phone and speak with partners, supporters and suppliers in a confident, friendly and persuasive manner. • Experience in database management, analysis and reporting. • Communications experience – including copy writing and distributing newsletters, appeals, or equivalent. • Ability to work and communicate effectively with the diverse groups impacted by HIV in New Zealand. • Self-motivated and able equally as effectively in a team environment. • Demonstrated organisation skills with keen attention to detail and proven ability to manage multiple projects simultaneously. • Ability to problem-solve, prioritise work effectively, manage changing and conflicting demands and expectations. • Professional approach to sexuality and sexual issues.
Preferred	<ul style="list-style-type: none"> • Digital fundraising or marketing experience. Confidence using social media. • Experience enhancing physical event fundraising initiatives. • Experience creating, managing, and tracking event budgets, including reconciling expenses, analysing and projecting trends, and producing reports is preferred. • Experience soliciting, fundraising, and closing corporate partnerships. • Knowledge of HIV, sexual health issues and specific health issues facing men who have sex with men in New Zealand. • Lived experience in one or more of Burnett Foundation’s priority populations (men who have sex with men, people living with HIV, Māori, people from high HIV prevalence countries). • Previous experience in HIV prevention work. • Knowledge and/or experience of the not-for-profit sector.
Technical / Practical	<ul style="list-style-type: none"> • Ability to work flexible hours • Understanding and ability to manage personal/professional boundaries. • Excellent oral and written skills in English. • Excellent computer skills including Microsoft Office programmes.
Cultural Responsiveness	We welcome applications from prospective employees who already have some knowledge of Tikanga Māori and Te Reo Māori. It is essential that all employees demonstrate willingness to learning in these areas.
Qualifications	<p>A qualification or technical training in at least one of: Fundraising, Marketing, Customer Service.</p> <p>Equivalent work experience may be considered in lieu of a qualification.</p>

Position Description Acceptance

I _____ (employee) _____ (date)

have read and agree to accept and work by the above Position Description.

I _____ (manager) _____ (date)

agree that this Position Description is accurate and current.