

## POSITION DESCRIPTION

Employee	
Position	Fundraising Team Lead
Employment Basis	Permanent, Full Time (37.5 hours per week)
Location	National Office, 31-35 Hargreaves St, Ponsonby, Auckland
Reporting to	Marketing, Communications and Fundraising Manager
Team Purpose	This role sits within the fundraising team which is responsible for generating income to fund our services, programmes, and activities. The fundraising team channels include individual giving, peer-to-peer events, philanthropic grants, sponsorship and key partnerships.
Direct Reports	<ul style="list-style-type: none"> <li>• Fundraising Co-ordinator</li> <li>• Fundraising Specialist</li> <li>• Event Fundraising Specialist</li> </ul>
Key Internal Relationships	<ul style="list-style-type: none"> <li>• Marketing, Communications and Fundraising Manager</li> <li>• Marketing, Communications and Fundraising Teams</li> <li>• Services and Outreach Team</li> <li>• Leadership Team</li> </ul>
Key External Relationships	<p>Key organisations and individuals relevant to our fundraising programme. This includes:</p> <ul style="list-style-type: none"> <li>• Current and potential donor base</li> <li>• Fundraising suppliers</li> <li>• Past event fundraising participants, including workplaces and teams</li> <li>• Corporate partners</li> <li>• Communities affected by HIV, especially gay, bisexual and other men who have sex with men (GBM) and people living with HIV (PLHIV)</li> <li>• Other organisations, individuals or groups working to improve HIV, sexual health or rainbow health</li> </ul>
Role Purpose	<p>The Fundraising Team Lead will:</p> <ul style="list-style-type: none"> <li>• Lead the planning, execution and evaluation of all fundraising activities including individual giving, peer-to-peer events, grants, partnerships, and more. This will involve collaborating cross functionally, as well as with external agencies and stakeholders.</li> <li>• Actively guide, support, and develop their team to ensure team members flourish and work achieves outcomes in line with annual plan</li> <li>• Manage our partnership relationships, ensuring the relationships are of mutual benefit</li> <li>• Monitor analytics and performance to ensure all fundraising activities are continually optimised to improve performance</li> </ul>

<b>Who we are</b>
<p>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.</p> <p>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.</p> <p>Through our community engagement, behaviour-change marketing campaigns, and testing and therapeutic support services, we reach people across the country.</p> <p>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.</p>

## Key Areas of Responsibility and Ownership

<b>Team Management</b>
<ul style="list-style-type: none"> <li>• Manage direct reports to ensure they are well supported to succeed in their roles and achieve agreed objectives. Supported by the Marketing, Communications and Fundraising Manager, this will include recruitment, induction, training, coaching, development, and performance management.</li> <li>• Actively support the Manager in managing and promoting culture change within the organisation to support organisation-wide thinking and improved ways of working across teams.</li> <li>• Champion innovation, growth and new opportunities to support our strategic objectives</li> </ul>
<b>Programme Management</b>
<ul style="list-style-type: none"> <li>• Ensure the fundraising function is best positioned to deliver agreed objectives, is responsive to new evidence and is valued and respected internally and externally.</li> <li>• With the Marketing, Communications and Fundraising Manager, develop, implement, and monitor annual operating plans and 3-year plans for the fundraising function.</li> <li>• Manage and monitor fundraising expense budgets and expenditure as delegated.</li> <li>• Ensure plans are informed by high quality data and a culture of evaluation is built into fundraising activities</li> <li>• Contribute to regular reports on progress against KPIs and the annual operating plan for the management team, funders and Board.</li> </ul>
<b>Individual Giving</b>
<ul style="list-style-type: none"> <li>• Lead the planning, development, implementation and ongoing evaluation of our individual giving programme. This includes face-to-face, tele-fundraising, DM, EDM.</li> <li>• Continually identify new engagement opportunities to ensure individual giving is responsive to a changing world</li> <li>• Oversee the development of comprehensive donor journeys that maximise lifetime value</li> <li>• Oversee the ongoing development of the fundraising database, including staff training, to provide seamless donor journeys, protect donor information and produce quality data for analysis.</li> <li>• Develop and implement plans for growing income from gifts in wills and major donors</li> </ul>
<b>Events/Peer-to-peer</b>
<ul style="list-style-type: none"> <li>• Act as a key person delivering the annual Big Gay Out festival</li> <li>• Lead the development, implementation and evaluation of peer-to-peer fundraising events, including Sweat with Pride, and any other peer-to-peer event fundraising opportunities</li> <li>• Secure new corporate partnership opportunities, and manage new and existing relationships effectively year-round</li> <li>• Actively promote and grow event fundraising activities year-round, including looking for new opportunities and optimisations</li> </ul>
<b>General Fundraising</b>
<ul style="list-style-type: none"> <li>• Oversee the full grants cycle, including research, relationship development, applications and accountability.</li> </ul>

<ul style="list-style-type: none"> <li>Oversee the development of a partnership strategy, engaging with organisations and Government departments (where approved by SLT) to support our work and enhance these partnerships to maximise the value for both parties</li> <li>Contribute to the launch and growth of a major gifts and gifts-in-wills programme</li> <li></li> </ul>
<b>Relationships</b>
<ul style="list-style-type: none"> <li>Develop effective processes to support communications requests from other teams, and ensure strong working relationships with teams</li> <li>Build and enhance relationships with individuals, organisations, suppliers and agencies that support the implementation of activities</li> </ul>
<b>Self-Development</b>
<ul style="list-style-type: none"> <li>Through Burnett Foundation Performance Review process, establish personal/professional development needs/goals that support success in the role of Fundraising Specialist Peer-to-Peer.</li> <li>Maintain familiarity with relevant evidence and best-practise in HIV prevention and health promotion.</li> </ul>
<b>Health &amp; safety and Wellbeing</b>
<ul style="list-style-type: none"> <li>Proactively support the creation of a positive health and safety culture at Burnett Foundation.</li> <li>Ensure a clear understanding and knowledge of health and safety policies and procedures.</li> <li>Ensure a clear understanding of the hazards and control measures associated with daily operations at Burnett Foundation.</li> <li>Contribute to a positive and inclusive work environment, one that respects each other and values diversity.</li> </ul>
<b>Any other reasonable task which is consistent with the overall purpose of the position.</b>

<b>Skills, Experience &amp; Qualifications.</b>	
Essential	<ul style="list-style-type: none"> <li>Experience managing staff or providing effective direction, coaching and support to a team</li> <li>Experience building and nurturing corporate partnership relationships</li> <li>Experience across as many of our fundraising streams as possible, including regular giving, events, partnerships, grants, major gifts and gifts in wills</li> <li>Experience managing delegated budgets</li> <li>Experience managing multiple fundraising programmes in the not-for-profit sector</li> <li>Experience in project management</li> <li>Experience in fundraising database management</li> <li>Experience working with, understanding of, or commitment to, gay and bisexual men</li> <li>Ability to work and communicate effectively with the diverse groups impacted by HIV in Aotearoa New Zealand.</li> <li>Ability to hold relationships with organisational stakeholders</li> <li>Self-motivated and able equally as effectively in a team environment or independently.</li> <li>Ability to prioritise work effectively, manage changing and conflicting demands and expectations.</li> <li>Professional approach to sexuality and sexual issues.</li> </ul>
Preferred	<ul style="list-style-type: none"> <li>Knowledge of HIV, sexual health issues and specific health issues facing men who have sex with men in Aotearoa New Zealand</li> <li>Lived experience in one or more of our priority populations (men who have sex with men, people living with HIV, Māori, people from high HIV prevalence countries)</li> <li>Knowledge and/or experience fundraising for “black sheep” causes</li> </ul>
Technical / Practical	<ul style="list-style-type: none"> <li>Ability to work flexible hours</li> <li>Understanding and ability to manage personal/professional boundaries.</li> <li>Excellent oral and written skills in English.</li> <li>Excellent computer skills including Microsoft Office programmes.</li> </ul>

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	A tertiary qualification in at least one of: Fundraising, Marketing, Not-for-profit Management, Communications.  Equivalent work experience may be considered in lieu of a qualification.

#### **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.