

POSITION DESCRIPTION

POSITION DETAILS:

TITLE: Head of Fundraising and Marketing
REPORTS TO: CEO – Auckland Health Foundation
LOCATION: Auckland City Hospital
AUTHORISED BY: CEO – Auckland Health Foundation
DATE: September 2019

PRIMARY FUNCTION:

The Head of Fundraising and Marketing plays a vital role in the development and future success of the Auckland Health Foundation (the foundation). The primary function of this role is to research, develop, and lead a comprehensive and successful fundraising programme to support the foundation's mission to fund beyond what is currently funded in the healthcare system, to focus on promising ideas, innovations and technologies which have the potential to benefit the patients and staff of Auckland DHB Adult Health Services, but could otherwise not be developed without philanthropic donations.

The post holder will develop propositions and fundraising products that attract new sources of donations from both individuals and organisations, grant income and gifts in kind. Fundraising development will include a 'Grateful Patients and Families programme', alongside a suite of fundraising products aimed at the general public, with a focus on high net worth individuals and organisations.

The post holder will deliver a structured approach to donor prospecting, ensuring the foundation adopts a professional, disciplined and best practice approach. Including ensuring that high value prospecting and engagement through the CRM is maximised to its full potential.

KEY ACCOUNTABILITIES

Key Result Area	Expected Outcomes/Performance Indicators
Fundraising	<ul style="list-style-type: none"> • Work closely with the CEO to develop a 5 year fundraising growth strategy for the foundation, incorporating year on year goals and targets. • Refresh a suite of fundraising products appropriate for the foundation. • Write and produce new soft and hard copy fundraising collateral, with the support of design professionals where required. • Develop project ideas into succinct and effective fundraising proposals. • Work closely with ADHB staff and the foundation's Senior Communications and Media Advisor to develop strong stories, propositions and cases for support. • Develop an acquisition, retention and upgrade strategy for donors and supporters.

	<ul style="list-style-type: none"> • Work closely with the Office Manager to develop foundation’s best practice procedure for the CRM. To ensure the donor database is optimised to support the donor journey, in particular to facilitate and support the 8 stages of solicitation and integration of online donations. • Coordinate with ADHB and other partners to leverage fundraising and marketing channels to communicate and deliver the foundation’s mission • Improve fundraising performance through measured piloting of ideas and introduction of innovation. • Develop long term relationships between the foundation and our funders, donors, bequestors, business partners and fundraising event organisers to continually improve fundraising performance. • Develop and maintain a professional fundraising focus, ensuring all internal and external stakeholders engage in and receive a positive experience through the foundation’s fundraising channels; which include, but are not limited to: <ul style="list-style-type: none"> ○ Donor research and prospecting ○ Major Donor engagement and stewardship. ○ Grant-seeking, management, reporting and accountability ○ Direct Marketing appeals, warm and acquisition ○ Regular giving ○ On-line giving ○ Bequest programme and promotion ○ Corporate support and partnerships ○ Capital appeals ○ Fundraising events • Develop and refresh generic marketing collateral to promote on-going awareness of the Foundation, working closely with the Senior Communications and Media Advisor in relation to mass marketing to the public, current and compelling website content and promotion via external media, social media and other communication channels.
Finance	<ul style="list-style-type: none"> • Responsible for planning, monitoring and managing the fundraising and marketing budget, setting targets and reporting on outcomes. • Manage income and expenditure budgets to meet approved/required targets and ROI’s (in collaboration with the CEO).
Relationships	<ul style="list-style-type: none"> • Establish and maintain excellent relationships with the wider foundation team, in particular working closely and collaboratively with the Senior Communications Advisor in relation to public and mass donor communications. • Develop and nurture strong working relationships with all the stakeholders listed under “Relationships” along with other internal and external colleagues and stakeholders that foster support for the foundation’s fundraising effort. • Establish and maintain excellent relationships with key ADHB staff and clinicians to enhance ADHB and the foundation’s organisational consistency and unity in both fundraising and workplace practice. • Establish and maintain good relationships with external stakeholders including suppliers, agencies, and partner organisations.

<p>Contribute to the overall performance of the Foundation</p>	<ul style="list-style-type: none"> • Work with the wider team to grow the foundation providing support, in-put and role/task cover as required. • Deputise in the absence of the CEO • Ensure that all data integrity is maintained • Contribute constructively to projects and working groups across the foundation in ways that further enhance the delivery of the vision and mission. • Undertake other activities as may be required from time to time as directed by the CEO
<p>Professional Development</p>	<ul style="list-style-type: none"> • Establish annual goals, objectives and performance targets, along with strategies to meet these. • Attend educational opportunities/conferences relevant to the role.

<p>MATTERS WHICH MUST BE REFERRED TO (CEO – Auckland Health Foundation)</p> <ul style="list-style-type: none"> • Any emerging factors which could prevent achievement of year end objectives. • Any emerging factors that could prevent budget achievement at year end. • Any matter that may affect the reputation of the Auckland Health Foundation. • Any expenditure outside of the agreed sign off limit for the role. • Sign off for recruitment of new staff, contractors or suppliers.
--

<p>Authorities:</p>	
<p>FTE Direct Reports: This role is responsible for developing the fundraising staffing strategy over the next 3 years including implementation and recruitment of new team members.</p>	<p>Budget Accountability: \$ TBC in line with the foundation development strategy.</p>

<p>Relationships</p>		
<p>External</p>	<p>Internal</p>	<p>Committees/Groups</p>
<ul style="list-style-type: none"> ▪ ADHB staff ▪ Grateful Patients and Families ▪ General Public ▪ Community Groups ▪ Prospects, supporters and donors ▪ Companies & Organisations ▪ Suppliers & service providers ▪ Other healthcare and fundraising organisations ▪ FINZ ▪ Consultants 	<ul style="list-style-type: none"> ▪ CEO ▪ Senior Media and Communications Advisor ▪ Office Manager ▪ Chair of Board ▪ Other Board Members 	<ul style="list-style-type: none"> ▪ To be developed within the – 5 year strategy.

Person Specification		
Education Qualifications	Essential	Desired
Professional	<ul style="list-style-type: none"> ▪ Hands on demonstrable fundraising experience is required, and is a priority over formal qualifications. 	<ul style="list-style-type: none"> ▪ Relevant tertiary qualification e.g. Fundraising, Marketing, Social Sciences.
Experience/Knowledge	<ul style="list-style-type: none"> ▪ Minimum 7 years broad spectrum fundraising experience. ▪ Minimum 4 years demonstrable experience of High Value/Major Giving fundraising. ▪ Strong grant writing skills with demonstrable past success in securing significant trust funding. ▪ First-hand experience of developing and delivering fundraising and marketing strategies; including the development of products, collateral, donor journeys and paths to engagement. ▪ Excellent written and verbal communication skills. ▪ Proven ability to work with and positively influence donors and supporters. ▪ Proposal and report compilation and construction skills. ▪ Sound IT competency (MS Office, CRM / donor management systems). ▪ Experience in managing staff and developing structure and teams. 	<ul style="list-style-type: none"> ▪ Experience of using Raisers Edge Classic and NXT. ▪ Demonstrable success in managing and developing successful Corporate Partnerships. ▪ Experience of using InDesign and other Creative Cloud applications. ▪ Fundraising experience within a healthcare setting.

Personal Characteristics
<ul style="list-style-type: none"> ▪ Ability to identify issues or improve business practice and identify and implement solutions within delegations. ▪ Flexibility and a willingness to do what is needed to complete the requirements of the role. ▪ 'Can do' attitude, focussed on achieving results and doing what is required to achieve success. ▪ Demonstrable personal commitment to the vision and mission of the foundation. ▪ Ability to manage multiple priorities to required standards and timelines, achieving required level of consistency and delivery. ▪ Sets the highest ethical and professional standards and leads by example in all interactions.

CRITICAL COMPETENCIES	
<p>1 Communication/ Interpersonal Skills</p> <p>Demonstrates an ability to facilitate open communication with individuals from all backgrounds and demographics.</p>	<ul style="list-style-type: none"> ➢ Actively listens, drawing out information and checking understanding. Expresses information effectively, both orally and in writing, adjusts language and style to the recipients and considers their frame of reference. Empathises with others and considers their needs and feelings. ➢ Encourages regular and timely communication at all levels of the organisation, with donors, supporters and external stakeholders. ➢ Encourages, facilitates and provides open and honest communication

<p>Demonstrates an ability to use a variety of interpersonal techniques to effectively navigate interactions with a variety of people and situations</p>	<ul style="list-style-type: none"> ➤ Uses good listening and questioning techniques ➤ Develops good rapport with people at all levels ➤ Accurately interprets others behaviour and adapts own approach accordingly ➤ Develops communication strategies and uses good judgement in public forums.
<p>2 Teamwork</p> <p>Demonstrates an ability to take a constructive approach to team efforts and to work inter-dependently with team members</p>	<ul style="list-style-type: none"> ➤ Collaborates with fellow team members and other work groups to achieve objectives for the good of the whole. ➤ Actively contributes to and accepts consensus decisions. ➤ Provides leadership in decision making when appropriate. ➤ Seeks out opportunities to support others in achieving goals. ➤ Recognises and respects individual differences. ➤ Encourages teamwork and collaboration amongst others as an approach to problem solving and achieving results ➤ Fosters positive relationships within teams ➤ Encourages strong sense of team identity and morale ➤ Ensures a collaborative approach is taken wherever possible
<p>3 Problem Solving</p> <p>Demonstrates an ability to identify underlying causes of problems and deal with issues effectively</p>	<ul style="list-style-type: none"> ➤ Investigates the underlying cause of problems ➤ Identifies and deals with potential problems before they escalate ➤ Changes systems/ procedures to reduce and prevent recurring problems
<p>4 Self-Management</p> <p>Demonstrated ability to work autonomously and deliver a high standard of professionalism</p>	<ul style="list-style-type: none"> ➤ Sets high standards and strives to achieve stretching goals. ➤ Displays drive and energy and persists in overcoming obstacles ➤ Copes with stress, is resilient to change and understands personal limitations. Is proactive and displays initiative.
<p>5 Judgement /Decisiveness</p> <p>Demonstrated ability to assess risk, identify response and provide advice that adds value to the organisation</p>	<ul style="list-style-type: none"> ➤ Considers options, develops options. ➤ Identifies the pros and cons and makes effective decisions within appropriate timeframes. ➤ Recognises critical factors and weighs up risks appropriately.
<p>6 Business management</p>	<ul style="list-style-type: none"> ➤ Understands the commercial environment of the business, identifies key business drivers.
<p>7 Negotiation</p> <p>Demonstrates an ability to gain agreement from others that results in commitment and understanding</p>	<ul style="list-style-type: none"> ➤ Uses influence positively and skilfully to initiate action, impact decisions, and obtain resources/approvals ➤ Gets agreement from others on ideas or courses of action in a way that results in clear understanding and commitment
<p>8 Analytical</p> <p>Demonstrates an ability to research and evaluate information so that it is structured logically to make well informed decision</p>	<ul style="list-style-type: none"> ➤ Able to structure information logically to make well informed decisions ➤ Researches and evaluates relevant information to contribute to decisions and strategy development. Able to consider information from a variety of sources and exercise good judgement when making decisions and recommendations ➤ Identifies key issues and assesses them from a broad and objective perspective Quickly reasons through ambiguous and conflicting data to expose the real issues and salient facts
<p>9 Donor Focus</p> <p>Demonstrates an ability to establish, develop and manage a strong donor focus</p>	<ul style="list-style-type: none"> ➤ Develops strong Donor focus in others ➤ Manages donor expectations to ensure commitments can be met ➤ Develops strategies which maintain high levels of donor support ➤ Establishes and maintains positive, co-operative relationships with donors

<p>10 Written Communication</p> <p>Demonstrates an ability to communicate complex written ideas to a range of audiences</p>	<ul style="list-style-type: none"> ➤ Able to portray ideas and concepts clearly in written work ➤ Structures written information logically ➤ Adapts language for relevant audience ➤ Translates reasonably complex data into a format that is understandable to others ➤ Experienced in communicating complex ideas to a range of audiences
<p>11 Results Orientation</p> <p>Demonstrates an ability to drive self and others to achieve organisation objectives and maintains focus on the end result</p>	<ul style="list-style-type: none"> ➤ Displays drive and energy in contributing to the achievement of goals and perseveres when obstacles emerge ➤ Tenacious in finding an alternative means to meet a goal ➤ Sets self and others challenging goals in order to work towards achievement of the organisation's objectives ➤ Fosters commitment in others to achieve objectives ➤ Identifies alternative strategies when difficulties arise ➤ Monitors and reviews progress towards organisational goals and makes adjustments to keep on track
<p>12 Cultural</p> <p>Demonstrates an ability to work with and recognise the needs of different cultural groups within the organisation</p>	<ul style="list-style-type: none"> ➤ Actively works with or promotes the needs of a range of cultural groups in the implementation of strategic initiatives ➤ Recognises and responds to the needs of a range of cultural groups in the organisation – in particular reference to Treaty of Waitangi and Maori

WORKING FOR AUCKLAND HEALTH FOUNDATION – EXPECTATIONS OF EMPLOYEES

All employees are expected to contribute to the innovation and development of the Auckland Health Foundation, which means;

- Using resources responsibly
- Models the foundation values in all interactions
- Maintaining standards of ethical behaviour and practice
- Meeting the Foundation's performance standards
- Participating in organisation development and performance improvement initiatives
- Helping to develop and maintain Maori capability in the Foundation, including developing our understanding of the Treaty of Waitangi and ways in which it applies in our work
- Raising and addressing issues of concern promptly

THE EMPLOYER AND EMPLOYEE RELATIONSHIP

We have a shared responsibility for maintaining good employer/employee relationships. This means:

- Acting to ensure a safe and healthy working environment at all times
- Focusing our best efforts on achieving the Foundation's objectives

A performance agreement will be reached between the employee and their direct manager and/or professional leader containing specific expectations.

CONSUMER/CUSTOMER/STAKEHOLDER COMMITMENT

All employees are responsible for striving to continuously improve service quality and performance. This means:

- Taking the initiative to meet the needs of the consumer/customer/stakeholder
- Addressing our obligations under the Treaty of Waitangi
- Involving the consumer/customer/stakeholder in defining expectations around the nature of the services to be delivered and the timeframe
- Keeping the consumer/stakeholder informed of progress
- Following through on actions and queries
- Following up with the consumer/customer/stakeholder on their satisfaction with the services

PROFESSIONAL DEVELOPMENT

As the business of the Foundation develops, the responsibilities and functions of positions may change. All staff are expected to contribute and adapt to change by:

- Undertaking professional development
- Applying skills to a number of long and short term projects across different parts of the organisation
- Undertaking such development opportunities as the Foundation may reasonably require