

JOB DESCRIPTION

POSITION	Fundraising Events Manager
BUSINESS UNIT	Fundraising and Communications
RESPONSIBLE TO	General Manager Fundraising and Communications
LAST UPDATED	February 2026

Our Vision

We are a trusted and reliable ambulance service providing excellence in emergency response and connected services that move our communities to better health.

Our Purpose

Wellington Free Ambulance exists to deliver an ambulance service that excels in emergency response and clinical communications underpinned by proactive partnerships to deliver equitable health and wellbeing outcomes for our community.

Our Values



JOB PURPOSE

The Events Manager is responsible for planning, delivering, and evaluating a diverse portfolio of internal and external events that support organisational priorities and fundraising goals, strengthen relationships with donors and stakeholders, and build the brand profile of the organisation with the community.

The role leads the events delivery while operating within a highly collaborative team environment, requiring flexibility and willingness to contribute to shared fundraising and communications priorities.

This role plays a key part within the Fundraising and Communications team, ensuring events are delivered to a high standard, meet income and engagement targets, reflect the organisation's values, and provide exceptional donor/community and staff experiences.

CONTEXT THAT THIS ROLE OPERATES WITHIN

Organisational perspective

Wellington Free Ambulance (WFA) is the only emergency ambulance service for Greater Wellington and Wairarapa, supporting a population base of around 500,000 people.

WFA has four core service areas for the community and is most well-known for the lights and sirens of our emergency ambulance response. Each year, emergency ambulance crews respond to over 55,600 incidents in the community. WFA also operates one of the three dedicated ambulance clinical communications centres in New Zealand, answering over 179,000 emergency calls to 111 annually. The patient transfer service takes people to and from vital medical appointments and treatments across the region, completing over 43,818 transfers each year. WFA also provides pre-arranged medical support at events across the region, with our event medical services attending 570 events in the last year, including sports games, concerts and festivals.

For almost 100 years, WFA has proudly honoured the founding principle of our organisation to provide free and accessible emergency health services to our communities.

As an essential health service, WFA receives around 82% of funding from Government and ACC contracts. Fundraising closes the gap between the funding we receive and the cost of providing services, free of charge. Each year, we must raise around \$8.5million from the community.

Business Unit Perspective

At Wellington Free fundraising and communications work as one team. Communications are geared towards raising understanding and awareness of all services WFA provides the community as well as the ongoing fundraising needs of the organisation. Telling the stories of staff, volunteers and patients is integral to fundraising success.

Our fundraising task is a big one. We must raise over \$8.5 million each year to meet the difference between government funding and what it costs to provide services free of charge to the community. WFA operates strategic fundraising programmes that includes all pillars of fundraising – bequests, direct mail, events, grants and trust funding, regular giving and general donations are all used to reach annual targets.

KEY ACCOUNTABILITIES

KEY RESULT AREA	ACCOUNTABILITIES
Major & Milestone Events	<ul style="list-style-type: none">Lead the planning, delivery and evaluation of all internal and external large-scale, high-profile or milestone events that support strategic organisational objectives and, fundraising growth.This includes taking full project management responsibility for these events, for example significant organisational anniversaries such as the upcoming 2027 centenary celebrations or other major fundraising galas,Project management of such events would include, venue liaison, programme design, speaker and entertainment coordination, sponsorship development, guest management, logistics and management of event expenditure within approved budgets and post-event evaluation.Work with internal stakeholders and the wider team to ensure activities align with organisational objectives, brand and messaging.Develop event timelines, risk assessments and reporting frameworks for all major events.

KEY RESULT AREA	ACCOUNTABILITIES
Annual Internal Events	<ul style="list-style-type: none"> Lead, plan, coordinate and evaluate the Long Service and Staff Awards, and the Annual General Meeting, ensuring events recognise staff and volunteer/donor/stakeholder contributions as required and reflect key organisational values. Oversee all event logistics including invitations, run sheets, speeches, catering and technical requirements.
Annual External Fundraising and Supporter Events	<ul style="list-style-type: none"> Working with the team to plan, deliver and evaluate a range of existing events including: <ul style="list-style-type: none"> Donor Ambulance Launches – regular throughout the year Onesie Appeal (including street collection) – September annually Restart a Heart Day – October annually Major Donor Cocktail Function – December annually Golf Day – November annually Coordinate working with the team to ensure collaborative planning and delivery, particularly for major events such as the Onesie Appeal and Golf Day.
Collaboration and Stakeholder Engagement	<ul style="list-style-type: none"> Work closely with finance, operations and volunteer teams to ensure events are integrated, well-promoted and aligned with organisational goals and values. Build strong relationships with suppliers, venues, contractors, event partners and volunteers. Support colleagues with event management processes in the delivery of joint projects and team-wide initiatives.
Event Management & Administration	<ul style="list-style-type: none"> Lead on event logistics procurement, contracts, compliance, risk management, health and safety, and insurance requirements. Manage event expenditure in line with approved budgets, tracking costs, identifying variances and escalating risks where appropriate. Develop and maintain event management documentation, including project plans and budgets, guest lists, evaluation reports and ROI analysis. Ensure high standards of branding, storytelling and donor stewardship across all events. Maintain accurate records in CRM (Salesforce), ensuring timely reporting on attendance, income, expenditure and outcomes.
Living WFA's values WFA is a values-based organisation, and employees should be committed to upholding our values. Our values represent who we are, where we're going and who we're taking with us.	<ul style="list-style-type: none"> Be authentic, original, true Mā pango mā whero ka oti te mahi Act with kindness Aroha atu, aroha mai Lead by example Mahia te mahi, hei painga mo te iwi Keep getting better together Whaia e koe te iti kahurangi
Health and Safety Complies with responsibilities under the Health & Safety at Work Act 2015. In the performance of assigned duties, maintains and actively participates in supporting a safe and healthy workplace.	<p>All employees are responsible for:</p> <ul style="list-style-type: none"> Working in a safe manner to prevent risk of harm to themselves, others, or the environment. Complying and cooperating with any reasonable instruction, WFA health and safety policies and procedures and legislative requirements. Reporting hazards, risks, and incidents (accidents, harm, and near misses), and ensuring reporting and recording is in accordance with WFA policies and procedures.

KEY RESULT AREA	ACCOUNTABILITIES
	<ul style="list-style-type: none"> Participating in incident investigations and taking an active role in rehabilitation following an injury or illness. Alerting managers and health and safety representatives to any observed unsafe behaviours or situations. Actively participating in health and safety training and alerting manager(s) where additional training or support may be required.

RELATIONSHIPS AND DELEGATIONS

REPORTING STRUCTURE	Manager:	General Manager Fundraising and Communications
	Peers:	<ul style="list-style-type: none"> Heartbeat Manager Bequest Manager Fundraising Advisor Community Liaisons Donations and Database Administrator Salesforce Systems Administrator
	Direct Reports:	Nil
KEY RELATIONSHIPS	Internal:	<ul style="list-style-type: none"> Fundraising and Communications team Finance team Lloyd Morrison Foundation Heartbeat Team People and Capability Wider WFA team
	External:	<ul style="list-style-type: none"> Event suppliers – venue, tech, catering etc Graphic designer, printer Photographer/videographer Donors and event sponsors/funders
DELEGATIONS & AUTHORITIES	Delegation Level:	Nil

CAPABILITY PROFILE

Competencies

Competent performance in the role requires demonstration of the following competencies. These competencies provide a framework for selection and development.

CORE COMPETENCY	KEY BEHAVIOURS
Event Project Management	<ul style="list-style-type: none"> Uses proven project management skills and experience to plan, deliver and evaluate events.
Collaboration and teamwork	<ul style="list-style-type: none"> Works collaboratively with other members of team to ensure involvement and contribution in shared/team wide events Understands the importance of the contribution internal events make to team culture across the organisation Understands the importance of working with the wider WFA team to deliver events that align with organisational values and brand.
Budget management	<ul style="list-style-type: none"> Monitors and manages costs to ensure delivery within approved financial parameters .
Stakeholder / donor / volunteer management and engagement	<ul style="list-style-type: none"> Ensures that all obligations are delivered in line with sponsor agreements Ensure that all volunteers feel valued and acknowledged for their contribution to events

CORE COMPETENCY	KEY BEHAVIOURS
Brand reputation	<ul style="list-style-type: none"> Ensures that all events align with the values of WFA Ensure all key messages developed for events support the key messages of WFA and public awareness goals
Communication	<ul style="list-style-type: none"> Uses simple language in all communications that is in line with WFA's brand language guide
Creativity and innovation	<ul style="list-style-type: none"> Uses a continuous improvement approach to events in terms of adding value and innovation to enhance participants experience in enhanced.
Risk management & compliance	<ul style="list-style-type: none"> Applies a full risk assessment to all events and suitable mitigations are applied Ensures all events comply with any compliance required by regulators such as Councils or venue owners.
Cultural Competencies	<ul style="list-style-type: none"> Wellington Free Ambulance is committed to its responsibility to Māori and its responsibility to Pasifika. There is an expectation of continued learning and development of all staff in this area.

OTHER ASPECTS OF CAPABILITY NOT COVERED BY THE ABOVE COMPETENCIES

Knowledge and Experience

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> Demonstrated event management experience (ideally 2 years), delivering events with minimal supervision, preferably with a fundraising focus Excellent time management and planning skills Strong interpersonal and communications skills with the ability to work collaboratively Experience managing budgets, negotiating with suppliers and tracking financial performance Creative thinker with strong attention to detail Ability to manage multiple projects and work calmly under pressure Commitment to delivering a high-quality supporter and stakeholder experience. Experience working with stakeholders, sponsors and donors Experience and track record of confirming sponsorship for events 	<ul style="list-style-type: none"> Experience in a not for profit or membership based organisation Experience management donor or corporate engagement events Experience working with website content management systems Understanding of social media and outdoor marketing Familiarity with CRM systems (Salesforce)

Hours of work

The normal working week will be Monday to Friday; however the nature of the duties may require work outside the normal hours from time to time.

Changes to Job Description

From time to time as an organisation evolves job descriptions may need to be reviewed and may need to be changed. Such changes may be initiated as necessary by the manager of this position in consultation with the employee. This job description may also be reviewed as part of the preparation for performance planning for the annual performance cycle.

Employees may be measured against core competencies as part of their performance development.