

# Burnett Foundation Aotearoa

## POSITION DESCRIPTION

Position	Fundraising and Events Manager
Employment Basis	Permanent, Full time (37.5 hours per week)
Location	National Office, 31-35 Hargreaves St, Ponsonby, Auckland
Reporting to	Chief Operating Officer
Team Purpose	The Fundraising and Events Manager will lead and develop The Burnett Foundations multi-channel fundraising activities in New Zealand. This includes fundraising from across business, individual giving, community and events, Gifts in Wills and trusts and foundations. This critical role is accountable for all revenue generation and will develop sustainable income growth strategies for The Burnett Foundation aligned with the organisational Strategy
Direct Reports	<ul style="list-style-type: none"> <li>Partnerships Manager</li> <li>Fundraising Specialist (IG)</li> <li>Community Events Specialist</li> <li>Donor Experience and Support Administrator</li> </ul>
Key Internal Relationships	<ul style="list-style-type: none"> <li>Fundraising Team</li> <li>Marketing Manager</li> <li>Chief Executive</li> <li>Finance Manager</li> <li>Organisational Enablement Manager</li> <li>Services and Outreach Team</li> <li>Research and Policy Officer</li> </ul>
Key External Relationships	<p>Key organisations and individuals relevant to Burnett Foundations fundraising programme. This includes:</p> <ul style="list-style-type: none"> <li>Current and potential donor base</li> <li>Trusts and Foundations</li> <li>Corporate partners</li> <li>External suppliers</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>Role Purpose The Fundraising Manager will:</p> <ul style="list-style-type: none"> <li>Drive to meet and exceed the overall Fundraising targets.</li> <li>Lead the team to deliver the fundraising strategy, including planning, executing and evaluation of all fundraising activities. This will involve collaborating cross functionally, as well as with external agencies and stakeholders.</li> <li>Develop and safe and inclusive culture. Actively guide and develop the Fundraising team to ensure team members are supported and achieve outcomes in line with annual plan.</li> <li>Manage and enhance our partnership, organisation, supplier and agency relationships alongside the team, ensuring the relationships are of mutual value.</li> </ul>

	<ul style="list-style-type: none"> <li>• Monitor fundraising analytics and performance to ensure all fundraising activities and processes are continually optimised to improve performance.</li> </ul>
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<p><b>Who we are</b></p> <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>
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**Key Areas of Responsibility and Ownership**

<p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• With the COO, develop annual business plans for revenue growth and retention across all income streams to support achievement of the Strategy.</li> <li>• In consultation with the COO and CEO, lead the development of any long-term income strategy to achieve agreed organisational goals</li> <li>• Ensure the fundraising and Events function is best positioned to deliver agreed strategic objectives using data based evidence and insights.</li> <li>• Identify new potential income streams and develop strategies to access these funds</li> <li>• Ensure the fundraising team champion collaboration within the organisation, is valued and respected internally and externally.</li> <li>• Maintain sound programmatic awareness of TBF in New Zealand, as relevant to New Zealand donors</li> <li>• With the Finance Manager, manage and monitor fundraising and events expense budgets and expenditure as delegated.</li> </ul>
<p><b>Fundraising and Event results</b></p> <ul style="list-style-type: none"> <li>• Agreed revenue targets are met or exceeded across all income streams</li> <li>• Monitor sales effectiveness to ensure long term and trusting quality relationships are developed that support TBF goals</li> <li>• Produce cost-effective budgets to achieve plans</li> <li>• Ensure that each income stream defined in strategy has a detailed work plan and associated staff are clear about their work, targets and KPIs</li> <li>• When required, develop direct relationships with High Value donors, Partners and suppliers</li> <li>• Plan, direct and monitor fundraising and event targets, income and expenditure using robust tracking and evaluation systems</li> <li>• Ensure Fundraising is kept within budget</li> </ul>
<p><b>Change projects</b></p> <ul style="list-style-type: none"> <li>• With key stakeholders, support change projects, such as the digital transformation project, as they relate to fundraising and fill key project governance roles as appropriate through project lifecycles</li> <li>• Ensure that Income goals remain aligned to the wider organisation's goals and respond with appropriate change initiatives over time</li> </ul>
<p><b>People leadership</b></p> <ul style="list-style-type: none"> <li>• Provide leadership for all Income activities, ensuring that targets are established and communicated.</li> <li>• Drive improvement, innovation and results</li> </ul>

<ul style="list-style-type: none"> <li>• Create a culture of confidence and trust, and alignment with TBF values Generate enthusiasm and commitment to goals</li> <li>• Ensure appropriate resourcing is in place to deliver plans Celebrate organisational success and high performance</li> <li>• Conduct individual annual performance reviews for direct reports</li> <li>• Model and encourage a culture of continuous learning and leadership that values high levels of constructive feedback and exposure to new experiences</li> <li>• Drive a culture of high performance and ensure performance issues are addressed as a priority</li> <li>• Initiate and communicate high level priorities to achieve desired outcomes</li> </ul>
<p><b>Reporting</b></p> <ul style="list-style-type: none"> <li>• Maintain regular informal updates to the COO</li> <li>• Provide monthly forecasts and accurate/ financial information against plan to the Exec and Board</li> <li>• Keep the Executive team up to date with anticipated risks, trends or of disruptions to plans</li> <li>• Ensure our fundraising activities remain compliant and in line with relevant legislative and regulatory frameworks</li> </ul>
<p><b>General</b></p> <p>Support the fundraising team to deliver our wider fundraising and events strategy (refer 'Team Purpose'), including but not limited to:</p> <ul style="list-style-type: none"> <li>• Support the delivery of our individual giving programme</li> <li>• Support the delivery of our events programme</li> <li>• Support the delivery of our Partners programmes</li> <li>• Contribute to strategic reviews, evaluations, annual planning and budget management</li> </ul>
<p><b>Self-Development</b></p> <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.</li> <li>• Maintain familiarity with relevant evidence and best-practise in HIV prevention and health promotion.</li> </ul>
<p><b>Health &amp; safety and Wellbeing</b></p> <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>
<p><b>Any other reasonable task which is consistent with the overall purpose of the position.</b></p>

<b>Skills, Experience &amp; Qualifications.</b>	
<p>Essential</p>	<ul style="list-style-type: none"> <li>• Experience in leading and developing high performing teams, and successful achievement at management level in comparable national/international organisation</li> <li>• Substantial and demonstrable fundraising experience and a track record in securing funds from diverse income streams including events to meet challenging income targets</li> <li>• Experience managing delegated budgets</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>• Compelling and persuasive written and verbal skills with the ability to present and convey ideas and issues clearly and coherently</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>• Resilient and results driven, and committed to TBF core values and strategic direction</li> <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	<p>A qualification or technical training in at least one of: Fundraising, Marketing, Customer Service is desired</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.