

# Burnett Foundation Aotearoa

## POSITION DESCRIPTION

Position	Fundraising Specialist - Partnerships
Employment Basis	Permanent, Full time (37.5 hours per week)
Location	National Office, 31-35 Hargreaves St, Ponsonby, Auckland
Reporting to	Fundraising and Events Manager
Team Purpose	The Fundraising Specialist - Partnerships sits in the Fundraising team responsible for 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 team is accountable for all revenue generation and will develop sustainable income growth strategies for The Burnett Foundation aligned with the organisational Strategy
Direct Reports	N/A
Key Internal Relationships	<ul style="list-style-type: none"> <li>• Fundraising Manager</li> <li>• Fundraising Team</li> <li>• Chief Executive</li> <li>• Chief Operations Officer</li> <li>• Head of Marketing and marketing team</li> <li>• Communications Team</li> <li>• Services and Outreach Team</li> <li>• Organisational Enablement</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>• Trusts and Foundations</li> <li>• Corporate partners</li> <li>• Individual Donors – Gifts in Wills and Mid value donors</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>The Fundraising Specialist - Partnerships will:</p> <ul style="list-style-type: none"> <li>• Drive to meet and exceed the Partnership Fundraising targets.</li> <li>• <b>Develop and manage Partnerships:</b> Create strategies to acquire new commercial partners and nurture existing relationships for Businesses and Government Departments, including for events like the Big Gay Out/Sweat with Pride and multiyear BF partnerships</li> <li>• <b>Nurture and develop Gifts in Wills and Mid-level donor Gift programmes</b> - promotion and acquisition and stewardship for sustained engagement.</li> <li>• <b>Stewards Trusts and Foundations:</b> Identify funding bodies, maintain relationships, and support high-Value grant application submissions.</li> </ul>

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**

<p><b>Lead and optimise Partnerships</b></p> <ul style="list-style-type: none"> <li>• Together with the Fundraising and Events Manager develop the Partnerships strategy.</li> <li>• Nurture and grow within our existing portfolio of partners to support the achievement of the Organisational Strategy.</li> <li>• Acquire new partnerships with organisations, including Government departments (where approved in consultation with the Chief Executive) which have synergies with our values and goals and can provide goods-in-kind or financial contributions</li> <li>• Lead on the acquisition of partners for in person and peer to peer events and manage the engagement to ensure aligned with the values of the event and the TBF</li> <li>• Look for ways to innovate in the Partner Space to increase revenue and opportunities to support wider organisational objectives</li> </ul>
<p><b>Lead and Optimise Gifts in Wills and Mid-Level donor programmes</b></p> <ul style="list-style-type: none"> <li>• Together with the Fundraising and Events Manager develop the GIW and Mid-level donor strategy.</li> <li>• Lead the Gifts in Wills programme including: <ul style="list-style-type: none"> <li>○ Build on the newly developed Gifts in Wills proposition and associated collateral.</li> <li>○ Actively promote the Gifts in Wills programme across Burnett Foundation's website, surveys, emails and other channels.</li> <li>○ Actively steward both legacy prospects and confirmed legators through deep meaningful engagement. A mix of phone calls, written correspondence, supporter events and face to face relationship visits</li> </ul> </li> <li>• Lead and nurture the Mid-Level Donor Gifts programme including: <ul style="list-style-type: none"> <li>○ Identifying and stewarding new mid-level donors.</li> <li>○ Ensure donors are retained by providing acknowledgement and regular communication on their impact. Ensure a deeper meaningful engagement where they feel a sense of connection to us and our mission</li> <li>○ Work with the rest of the fundraising team on supporter journeys and pathways to larger gifts</li> <li>○ Oversee the development of compelling propositions that align with prospect's values and areas of interest.</li> </ul> </li> </ul>
<p><b>Oversee the Stewardship of Trusts and Foundations</b></p> <ul style="list-style-type: none"> <li>• Build and maintain existing relationships with funders to ensure a high success rate</li> <li>• Identify Trusts and Foundations that align with our work and actively engage with them to increase our pool of funders</li> <li>• Work with project leaders to secure appropriate project information, including budgets and quote sourcing</li> <li>• Work with the team, ensure the submission of high quality and competitive applications that are aligned with our requirements and priorities</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> </ul>

<ul style="list-style-type: none"> <li>• Support the delivery of our Partners programmes</li> <li>• Contribute to strategic reviews, evaluations, annual planning and budget management</li> <li>• Maintain sound programmatic awareness of TBF in New Zealand, as relevant to New Zealand donors</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.</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>• Previous fundraising experience, especially with partnerships and GIW programmes (or equivalent) with 4+ years' experience</li> <li>• Proven experience in securing high value year gifts</li> <li>• Proven experience communicating a large organisation's strategic objectives and distilling them to align with the agreed fundraising priorities with passion.</li> <li>• A passion for providing excellent relationship management</li> <li>• Knowledge of grant writing, the grants cycle and successful grants programmes</li> <li>• Experience writing and preparing proposals and project briefs</li> <li>• Experience in database management, analysis and reporting.</li> <li>• Ability to work and communicate effectively with the diverse groups impacted by HIV in Aotearoa New Zealand.</li> <li>• Self-motivated and able equally as effectively in a team environment.</li> <li>• Demonstrated organisation skills with keen attention to detail and proven ability to manage multiple projects simultaneously.</li> <li>• Ability to problem-solve, 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>• Experience creating, managing, and tracking budgets, including reconciling expenses, analysing and projecting trends, and producing reports is preferred.</li> <li>• Communications experience – including copy writing and distributing newsletters, appeals, or equivalent.</li> <li>• Knowledge of HIV, sexual health issues and specific health issues facing men who have sex with men in New Zealand.</li> <li>• Lived experience in one or more of Burnett Foundation's priority populations (men who have sex with men, people living with HIV, trans and non-binary, Takatāpui and Māori, people from high HIV prevalence countries, and other rainbow communities).</li> <li>• Previous experience in HIV prevention work.</li> <li>• Knowledge and/or experience of the not-for-profit sector.</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 qualification or technical training in at least one of: Fundraising, Marketing, Customer Service.  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.