

# Burnett Foundation Aotearoa

## POSITION DESCRIPTION

Position	Fundraising Specialist - Individual Giving
Employment Basis	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 - Individual Giving 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 Foundation Aotearoa fundraising programme. This includes:</p> <ul style="list-style-type: none"> <li>• Current and potential donor base</li> <li>• Fundraising 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>Fundraising Specialist - Individual Giving will:</p> <ul style="list-style-type: none"> <li>• Drive to meet and exceed the Individual Giving fundraising targets.</li> <li>• Manage suppliers to grow and retain our regular donor base</li> <li>• Develop comprehensive donor journeys that maximise lifetime value</li> <li>• Develop and distribute appeals that enhance our supporter development and increase donations</li> <li>• Manage relationships with external agencies to ensure quality donor delivery and adherence to performance standards.</li> <li>• Continuously improve donor database accuracy, data management, and reporting.</li> </ul>

Who we are

Burnett Foundation Aotearoa 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

### Supporter Acquisition

- Implement the regular giving plan, with adjustments as necessary to respond to new opportunities
- Develop and implement a multi-channelled acquisition strategy, including digital, lead generation, tele-fundraising and face-to-face channels.
- Deliver regular giving campaigns to agreed budget, KPIs and timelines.
- Continuously look for new opportunities to improve and grow the fundraising programme
- Execute the creation and distribution of impactful donor stories and various donor materials.

### Supporter Development and Retention

- Implement and oversee upgrade, conversion, and reactivations programs.
- Implementation of processes to manage RG dishonours and cancellations.
- Oversee annual receipts/statements for Regular Givers. Implement communication channels such as newsletters and email campaigns.
- Develop donor journeys aimed at maximising lifetime value
- Development and implementation of onboarding journeys and retention communications.
- Research and write annual appeals.
- Respond to donor queries with poise via telephone, email, social media and mail as required`
- Use research and data including donor surveys to inform donor NPS and satisfaction
- Maintain sound programmatic awareness of TBF in New Zealand, as relevant to New Zealand donors
- Implement targeted retention initiatives, such as loyalty programs, donor recognition efforts, and personalized stewardship activities.\ Execute agreed strategies across various channels aimed at increasing donor loyalty, donor engagement and donor lifetime value.
- Coordinate logistical arrangements for Individual Giving donor events and/or work with event agencies. Where feasible, seek synergy with other teams, such as the Legacy team or the Partnerships team, to maximize impact through shared event initiatives.

### Manage relationships with external agencies and fundraisers

- Develop and nurture relationships with partner agencies to ensure the delivery of quality donors and the achievement of fundraising goals.
- Conduct regular performance reviews of agency activities, providing timely feedback and addressing any issues or complaints.
- Implement corrective actions when performance targets are not met, ensuring agencies adhere to our standards.
- Oversee quality control initiatives, including call monitoring and mystery shopping to ensure compliance with scripts and brand messaging.
- Organize and deliver ongoing, high-quality training sessions for fundraising teams, keeping them informed and inspired about the Burnett Foundation's mission.
- Recognize and reward top-performing fundraisers to maintain high levels of motivation and performance.
- Participate in contract negotiations with agencies, securing mutually beneficial agreements that include clear quality KPIs for consistent performance measurement.

### Data and Reporting

- Continuously improve the database system and processes to ensure clean and accurate data of donors
- Run regular reports, imports and exports of data in a timely and effective manner
- Identify trends in contact and conversion rates, attrition and declines to inform strategy and decision.
- Actively manage, optimise, and feedback to agencies
- Track spend to ensure we are staying within budget whilst achieving donor recruitment targets to ensure we are attaining our Cost Per Donor and Average Gift targets.
- Carry out post campaign analysis including results, key learnings and recommendations for future activities.
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Data Analytics:

- Utilise data analytics to measure the effectiveness of donor impact communication efforts, identifying successful strategies and areas for improvement.
- Analyse donor data to understand attrition pain points, assess the efficiency of retention efforts, and identify opportunities for enhancing donor journeys and marketing strategies
- Monitor donor retention rates and trends, conducting regular analysis to identify areas for improvement.

**General**

Support the fundraising team to deliver our wider fundraising strategy (refer 'Team Purpose'), as required. Including but not limited to:

- Support the delivery of fundraising events
- Contribute to the growth of a philanthropy programme
- Support the management of resources and stock
- Contribute to strategic reviews, evaluations, annual planning and budget management

**Self-Development**

- Through the Performance Review process, establish personal/professional development needs/goals that support success in the role of Individual Giving Specialist
- Maintain familiarity with relevant evidence and best-practise in HIV prevention and health promotion.

**Health & safety and Wellbeing**

- Proactively support the creation of a positive health and safety culture at Burnett Foundation Aotearoa.
- Ensure a clear understanding and knowledge of health and safety policies and procedures.
- Ensure a clear understanding of the hazards and control measures associated with daily operations at Burnett Foundation Aotearoa.
- Contribute to a positive and inclusive work environment, one that respects each other and values diversity.

**Any other reasonable task which is consistent with the overall purpose of the position.**

**Skills, Experience & Qualifications.**

Essential

- Previous fundraising experience, especially with regular giving programmes (or equivalent)
- A passion for and experience with providing excellent customer/supporter service
- Strong supplier management skills, including project management, relationship building and negotiation experience
- Absolute confidence speaking with people via telephone – with the ability to pick up the phone and speak with donors and suppliers in a confident, friendly and persuasive manner
- Experience in database management, analysis and reporting
- Communications experience – including copy writing and distributing newsletters, appeals, or equivalent.
- Digital fundraising or marketing experience. Confidence using Facebook/Instagram and TikTok.
- Ability to work and communicate effectively with the diverse groups impacted by HIV in New Zealand.
- Self-motivated and able equally as effectively in a team environment or independently.
- Ability to prioritise work effectively, manage changing and conflicting demands and expectations.
- Professional approach to sexuality and sexual issues.

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 New Zealand</li> <li>• Lived experience in one or more of Burnett Foundation Aotearoa’s priority populations (men who have sex with men, people living with HIV, Māori, people from high HIV prevalence countries)</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	<p>A qualification or technical training in at least one of: Fundraising, Marketing, Customer Service.</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.