

Job Description

Position: Individual Giving Specialist

Business Unit: Fundraising & Communications and Community Programmes

Responsible to: Head of Fundraising and Communications

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

*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*

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 five core areas of service to the community – everything provided is free of charge to the patient;

- Clinical Communications Centre – one of three emergency 111 centres across New Zealand, this Thorndon centre operates 24/7, 365 days a year answering calls to 111, dispatching Wellington Free Ambulances and is also the base for the Clinical Hub. The Clinical Hub is the base for the clinical desk where clinical paramedic advisors provide clinical support over the phone to patients and crews working with patients in the community.
- Emergency Ambulance Service – the most recognised aspect of our service, as the lights and sirens of Wellington Free Ambulance, responding to accident or illness emergencies across the region.
- Patient Transfer Service – the team of patient transfer officers take people to and from scheduled medical appointments and essential health treatments. The team also provides transports for people being discharged from hospital to the community including aged care facilities and hospice palliative care transfers.

- Event Medical Services- the team of first responders provides on-site medical support at a range of events and venues across Greater Wellington and Wairarapa. On hand to provide immediate medical care at events, concerts, festivals and sports matches.
- The Lloyd Morrison Foundation Heartbeat Training Programme trains people in vital lifesaving CPR skills and how to use an AED. Thanks to Julie Nevett and The Lloyd Morrison Foundation, the cornerstone partner of the programme, all training is provided free of charge. The Heartbeat team also installs and maintains community AEDs across the region.

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 the majority of funding from Government and ACC contracts. Each year we must fundraise over \$9.5 million to ensure services remain free of charge to the community. A founding value of Wellington Free Ambulance that we are fiercely proud of continuing after 100 years of service to the community.

Business Unit purpose

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 \$9.5 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.

Role purpose

The Individual Giving Specialist is responsible for developing, implementing and growing Wellington Free Ambulance's Individual Giving Fundraising Programmes - with a primary focus on regular giving and direct mail. The role will implement a strategic approach to maximise donor acquisition, retention, engagement and fundraising revenue.

This role leads the planning, execution and evaluation of the direct mail and regular giving fundraising programmes including all elements of donor stewardship, digital fundraising and supporter communications. The role is responsible for managing donor journeys and ensuring supporters receive exceptional engagement experiences that build long-term loyalty and lifetime value.

The role works closely with the fundraising, communications and operations team to tell compelling stories that demonstrate the need for and impact of donated funds. A key responsibility is the delivery of three direct mail campaigns each year from concept development through to reporting and analysis.

Alongside the direct mail programme, the role takes the lead on the management, development and implementation of the regular giving programme working with external suppliers as required to

generate leads for acquisition, retention and reactivation. Using strong communication skills, you'll ensure all donors feel valued, involved and engaged in the work of Wellington Free Ambulance.

Working alongside the Head of Fundraising and Communications, the role develops and delivers annual individual giving plans and campaign strategies that support organisational fundraising objectives and contributes to the broader teams annual fundraising plan and financial targets.

The role is responsible for building strong relationships with supporters and ensuring donor communications are timely, relevant, engaging and aligned with the Wellington Free Ambulance brand and fundraising strategy.

The Individual Giving Specialist also manages relationships with external fundraising suppliers including print partners, mailing houses, telemarketing providers, digital marketing agencies and creative contractors.

Relationships and delegations

Reporting Structure	Manager: Head of Fundraising and Communications
	Peers: Internal Communications Advisor, Communications Advisor, Fundraising Advisor, Fundraising Events Manager, Donations and Database Administrator, Bequest Programme Manager, Community Liaisons (Wellington & Wairarapa), Community Programmes Team
	Direct Reports: None
Key Relationships	Internal: All WFA staff
	External: Community, media, donors and supporters, suppliers and contractors
Delegation and authorities	Delegation Level: Nil

Key accountabilities of the role

Key result area	Accountabilities
Individual Giving Programme Lead the development and delivery of the Individual Giving Programme.	• Develop and implement annual individual giving plans in line with approved expenditure budgets. • Deliver fundraising income targets across direct mail appeals and regular giving. • Identify and implement opportunities for programme growth. • Develop supporter journeys that improve acquisition, retention and donor lifetime value. • Regularly evaluate programme performance and recommend improvements. • Produce accurate and timely fundraising reports and analysis.

Direct Mail Appeals Lead the planning and delivery of three annual direct mail appeals.	• Develop three annual direct mail appeal schedules and campaign plans. • Manage all stages of appeal development from concept through to completion. • Develop campaign briefs and fundraising propositions. • Undertake copywriting, creative development, print production and mailing. • Work with internal stakeholders to source compelling stories and case studies. • Manage mailing lists and supporter segmentation alongside donations and database administrator • Coordinate campaign budgets and supplier relationships. • Ensure campaigns are delivered on time and within budget. • Conduct post-campaign analysis and make recommendations for future appeals.
Digital Fundraising & communications Use digital communications to support fundraising campaigns and activities	• Develop and deliver digital fundraising campaigns – with a focus on direct mail and individual giving. • Create email fundraising campaigns and supporter journeys. • Work with communications colleagues to maximise fundraising opportunities online. • Optimise donation landing pages and online donation experiences. • Implement testing and optimisation strategies. • Monitor campaign performance and digital fundraising metrics.
Donor Stewardship and Donor Care Build strong and lasting relationships with supporters.	• Deliver high-quality donor stewardship activities. • Manage donor acknowledgements and thank-you programmes. • Develop donor communications that demonstrate impact. • Respond to supporter enquiries professionally and promptly. • Identify opportunities for deeper donor engagement. • Work collaboratively across fundraising streams to support donor journeys.
Data and Reporting Support data-driven fundraising decision making.	• Monitor fundraising performance against targets. • Analyse donor trends and campaign results. • Ensure donor information is accurately maintained within CRM systems. • Apply donor insights to campaign planning and targeting. • Maintain compliance with privacy and fundraising best practice.
Project Management Manage fundraising projects effectively.	• Manage multiple fundraising campaigns simultaneously. • Develop project plans and timelines. • Coordinate internal and external stakeholders. • Ensure projects are delivered on time and within budget. • Identify risks and implement mitigation strategies.
Contribution to Wellington Free Ambulance	• Actively contribute to achieving Fundraising and Communications team objectives. • Represent Wellington Free Ambulance professionally with supporters and stakeholders. • Collaborate positively with colleagues across the organisation.

	• Participate in team planning and continuous improvement activities. • Demonstrate commitment to Wellington Free Ambulance values.
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. • 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	All employees are responsible for complying with responsibilities under the Health and Safety at Work Act 2015. This means: • Maintaining and actively participating in supporting a safe and healthy workplace. • Working safely 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. • 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.

Capability profile for this role

Wellington Free Ambulance has a People Capability Framework. The role holder should be able to demonstrate the following key capabilities when undertaking the role.

Organisation excellence

Problem solving

- Applies critical thinking and methodical approaches to investigate and evaluate options to resolve routine and moderately complex issues.

Decision making

- Uses judgment, information and discretion in identifying and responding to complex issues.
- Works within scope and collaborates with others to inform decision making. Escalates and seeks guidance and support when required.
- Monitors the effects and outcomes of decisions and adjusts approach accordingly.

Knowledge and best practice

- Applies knowledge and best practice across different areas in your field to perform complex and diverse tasks.
- Applies a working knowledge of the health system.

Communication

Stakeholder engagement

- Communicates with both technical and non-technical audiences including with team and stakeholders inside and outside the organisation.
- As required, takes the lead in explaining complex concepts to support decision making.
- Listens and asks insightful questions to clarify and confirm understanding. Seeks to understand and value different perspectives.

Courageous conversations

- Respectfully challenges the status quo, sensitively approaches courageous conversations to address areas of concern.
- Calls out behaviour that doesn't align to WFA values and ways of working.

Conflict resolution and de-escalation

- Recognises and effectively responds to signs of conflict early, using proactive de-escalation and conflict resolution strategies.
- Provides support to others in high conflict situations and escalates when needed.

Mana Taurite | Equity

Cultural safety

- Respects and responds to diverse needs.
- Develops self-awareness as a component of cultural safety through reflection. Proactively identifies capability gaps and engages in opportunities for learning.
- Supports others to develop their skills, knowledge and self-awareness.

Anti-discrimination

- Challenges behaviours that are contrary to promoting equity, diversity and a sense of belonging.

Te Tiriti o Waitangi

- Understands and reflects on the importance of applying Te Tiriti o Waitangi health principles.

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- Coaches, mentors and supports others to develop understanding and apply Te Tiriti o Waitangi.

Te ao Māori

- Has a good understanding of Māori values and key concepts, tikanga Māori, Māori history and te Reo Māori that supports the care of Māori patients and their whānau
- Actively reflects on this knowledge and integrates it into own practice and in supporting others

Equity and bias

- Has a good understanding of key concepts of equity vs equality, bias and systemic health inequities. Engages personally in equity and bias learning.
- Utilises this understanding in own practice in ways which seek to address health inequities.

Working well with others

Collaboration

- Engages with and works across teams collaboratively.
- Understands and responds to the diverse needs of colleagues and stakeholders.

Feedback

- Engages in constructive and respectful feedback exchanges to improve personal performance.
- Actively seeks out a range of feedback and critically reflects on personal performance. Makes adjustments as needed.

Team Work

- Role models and encourages supportive ways of working.
- Actively contributes to the development and achievement of team and Wellington Free Ambulance objectives.

Leading self and others

Self-awareness

- Is aware of formal and informal leadership roles and your influence on team dynamics and outcomes. Builds on self-awareness by reflecting on experiences and behaviours, understanding how they impact team dynamics and outcomes.
- Develops stronger emotional regulation skills, allowing effective navigation of interpersonal relationships and complex situations.
- Shows compassion towards the people you interact with, actively listening and responding to their needs.

Accountability and responsibility

- Supports others to be accountable for their actions and work.
- Aligns decisions and actions with team objectives. Utilises available resources and equipment responsibly.

Wellbeing

- Consistently applies strategies to maintain mental, physical health and resilience.
- Supports others to maintain wellbeing by contributing to a positive work environment and encouraging open communication.

Ethical and professional practice

Representing WFA

- Promotes and upholds the reputation of Wellington Free Ambulance and trust within our community.
- Actively role models professionalism, Wellington Free Ambulance values and expectations in all interactions.

Quality, risk and assurance

- Proactively identifies and manages risks and issues. Escalates appropriately.
- Contributes and participates in quality assurance and governance activities.

Compliance and standards

- Develops a deeper knowledge of how relevant regulation, legislation and ethical standards apply to work.
- Supports others to apply relevant regulation, legislation and ethical standards.

Continuous learning, improvement and innovation

Continuous improvement

- Proactively engages with and supports team discussions on improvement initiatives. Implements procedural changes within own practice.

Personal and professional development

- Proactively builds capability using reflective practice, maintaining an understanding of emerging practices and critically assessing new information.
- Drives own development and potential career pathways.
- Shares learning and supports colleagues through coaching and mentoring.

Adaptability

- Proactively engages with organisational initiatives.
- Adapts to change and shows initiative in adopting new systems, equipment, methods and technologies.
- Supports others to adapt to change.

Innovation

- Supports others and develops deeper technical skills to effectively utilise appropriate equipment, tools and applications.
- Proactively shares ideas for continuous improvement and innovation.

Other areas of knowledge and experience

Essential	Desirable
• Minimum 3-5 years' experience in fundraising, direct marketing or individual giving. • Demonstrated experience managing fundraising appeals. • Experience delivering direct mail campaigns from planning through to execution. • Experience with regular giving programmes. • Experience managing donor databases and supporter segmentation. • Strong copywriting and donor communication skills. • Experience analysing campaign performance and fundraising results. • Strong project management and organisational skills. • Experience managing suppliers and external agencies. • Excellent relationship management skills. • Commitment to the mission and values of Wellington Free Ambulance.	• Experience using CRM systems and fundraising databases. • Digital fundraising and email marketing experience, including systems such as Meta Ads Manager, Google Ads, Mailchimp and Raisely. • Relevant tertiary qualification in fundraising, marketing, communications or related discipline. • Knowledge of New Zealand fundraising best practice • Experience managing donor databases and supporter segmentation.

Hours of work

This is a full-time role, 40 hours per week. 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 our continuous performance and development cycle.

Employees may be measured against core capabilities and accountability as part of their performance and development.