

FUNDRAISING AND COMMUNICATIONS MANAGER

JOB DESCRIPTION

ORGANISATION UNIT	Fundraising and Communications Department
LOCATION	24a Takahe Street, Tikipunga, Whangarei
RESPONSIBLE TO:	Chief Executive Officer
DIRECT REPORTS	Fundraising Assistant Donor Relationship Coordinator
PRIMARY FUNCTIONS OF THE POSITION:	In conjunction with the Chief Executive Officer, develop, implement and evaluate fundraising and communications strategies that align with North Haven Hospice's strategic direction. Maximise income generated, and optimise external and internal communication.

FUNCTIONAL RELATIONSHIPS

The Fundraising and Communications Manager (FRCM) will develop and maintain effective relationships with:

Internal

Members of the Leadership Team
 Board members
 Hospice staff; employees and volunteers
 Patients and families

External

Sponsors
 Business supporters
 Donors and supporters
 Media personnel
 General Public
 Similar roles in other hospices

NORTH HAVEN HOSPICE VALUES

North Haven Hospice has developed a set of values that provide a framework for shaping and building our future. The following values and supporting statements have associated behaviours and there is a clear expectation that all staff will demonstrate these behaviours in their interactions with patients, families/whānau, other staff, and the wider community.

VALUES

Integrity
Tu Tangata

SUPPORTING STATEMENT

Integrity requires courage, strength and commitment – it builds trust and trust creates a solid foundation from which respect can grow

Compassion
Aroha

Compassion requires partnership and genuine engagement – it is caring and empathy in action

Respect
Whakaute

When we treat people with respect we affirm dignity and a sense of self-worth

Excellence
Te Hiranga

A culture of excellence inspires confidence, supports learning, and encourages innovation

Teamwork
Mahitahi

Teamwork means creating a culture that values collaboration and a belief that better outcomes are achieved if we work together co-operatively and harmoniously

Stewardship
Kaitiakitanga

Trustworthiness as an organisation and accountability to the community is shown through the careful management of all resources entrusted to us

KEY RESPONSIBILITIES AND EXPECTED OUTCOMES:

The position of Fundraising and Communications Manager encompasses the following key areas of responsibility:

1. To develop and implement effective strategies that support organisational advocacy and raise awareness of Hospice within the community.
2. To develop and implement a fundraising strategy, and action plans that ensure income generated from fundraising achieves agreed annual and longer term targets.
3. To be accountable for the performance of direct reports and the efficient and effective operational functioning of the Fundraising Department.
4. Undertake core leadership responsibilities.
5. Meet core organisational requirements.

The outcome requirements of the above key responsibility areas are outlined below.

KEY RESPONSIBILITY 1: To develop and implement effective strategies that support organisational advocacy and raise awareness of Hospice within the community.

Expected Outcomes:

- 1.1. Develop and implement an annual communications plan that includes a range of approaches and tools such as the use of print and social media.
- 1.2. Develop media releases where relevant in collaboration with the Chief Executive Officer.
- 1.3. Maintain a positive working relationship with local media outlets through regular contact.
- 1.4. Promote NHH's services in conjunction with other staff members.
- 1.5. Manage the timely production and distribution of North Haven Hospice's Annual Report.
- 1.6. Manage the timely production and distribution of NHH's quarterly newsletter.
- 1.7. Utilise a range of approaches to ensure effective communication and positive, sustainable relationships are developed and maintained with the organisation's supporters and donors.
- 1.8. Act as a resource person for Hospice staff.
- 1.9. Work collaboratively with the Retail Manager to strengthen public understanding of the link between NHH and the Hospice Shops, to utilise the shops when delivering public messages, and to support shop events.
- 1.10. Maintain North Haven Hospice's profile as a worthy recipient of the discretionary charitable dollar.

KEY RESPONSIBILITY 2: To develop and implement a fundraising strategy, and action plans that ensure income generated from fundraising achieves agreed annual and longer term targets.

Expected Outcomes:

- 2.1 Develop an annual fundraising plan and budget to support the organisation's strategic objectives.
- 2.2 Utilise a range of fundraising mechanisms to raise income. These are likely to include but not be limited to:

- i. A sponsorship programme
 - ii. Social media campaigns
 - iii. Digital fundraising campaigns
 - iv. Proactive support for remote fundraising events
 - v. Donor acquisition
 - vi. Management of planned giving programme
 - vii. Grants from philanthropic trusts
 - viii. Event management
 - ix. Participation in national campaigns
- 2.3 Ensure all fundraising activities are well planned, documented, executed and evaluated.
- 2.4 Provide regular reports to sponsors as appropriate and ensure reports required by philanthropic trusts are submitted in a timely manner by the Fundraising Assistant.
- 2.5 Wherever possible, ensure external fundraisers' efforts are consistent with North Haven Hospice's values and practices.
- 2.6 Investigate and research new fundraising activities, including new digital approaches.

KEY RESPONSIBILITY 3: To be accountable for the performance of direct reports and the efficient and effective operational functioning of the Fundraising Department.

Expected Outcomes:

- 3.1 Develop and maintain appropriate administration systems to support an efficient, transparent and accountable fundraising department.
- 3.2 Maximise the use of the donor management / fundraising data base by all members of the team to ensure information is collected in a consistent and thorough manner.
- 3.3 Work closely with the Business Manager to ensure integration of fundraising and financial management systems and processes.
- 3.4 In collaboration with the Chief Executive Officer develop financial targets and provide comprehensive variance reports if targets are not met.
- 3.5 Involve staff in planning processes, ensure regular meetings occur, and undertake all human resource management functions to a high standard.
- 3.6 Foster a strong and positive team environment that is based upon NHH values.
- 3.7 Ensure staff and volunteers are well supported when participating in fundraising activities.

KEY RESPONSIBILITY 4: Undertake core leadership responsibilities

Expected Outcomes:

- 4.1 Work within a collaborative leadership model that supports shared decision making and the vision and values of NHH
- 4.2 Participate in strategic and annual service planning processes and ensure all reporting requirements are met in a comprehensive and timely manner.
- 4.3 Ensure that planning and evaluation of services takes into account consumer expectations and contractual obligations.

- 4.4 Work in partnership with members of NHH's Leadership Team to make sure all work streams across the organisation are well aligned and that there is a shared understanding of priorities.
- 4.5 Work collaboratively with key internal stakeholders to ensure consistent and effective communication approaches are implemented. This includes but is not limited to:
 - i. Acting as a resource and advisor with the compilation and distribution of information (e.g. information sheets or resources, targeted newsletters) to ensure a high standard is maintained.
 - ii. Communicating effectively about planned fundraising activities to enable a shared understanding and clarity about responsibilities where relevant.
- 4.6 Ensure specifically identified objectives within the annual service plan are met, and that reporting occurs in a timely manner.
- 4.7 Ensure activities align with and support the organisation's strategic direction.
- 4.8 Promote a learning environment and a positive culture where innovative solutions to emerging issues is encouraged and supported.
- 4.9 Develop and maintain positive relationships with colleagues and external stakeholders relevant to the position.
- 4.10 In collaboration with other team members, actively promote a public health approach to palliative care and NHH's vision of "compassionate communities that work together, supporting people to live and die well"

KEY RESPONSIBILITY 5: Meet core organisational requirements

Expected Outcomes:

- 5.1 Know, uphold and model the values, philosophy, policies and standards of North Haven Hospice and current recommended best practice standards relevant to the position.
- 5.2 Keep informed about and complies with legal and regulatory requirements including any code of conduct relevant to the position.
- 5.3 Participate in the North Haven Hospice continuous improvement and risk management programme.
- 5.4 Participate in the North Haven Hospice health and safety management programme, acting in accordance with the agreed standards and accountabilities of staff as set out in the Health and Safety policy.
- 5.5 Observe and promote safe work practices and be proactive in hazard management.
- 5.6 Honour the Treaty of Waitangi, respecting the beliefs and values of those who identify as Maori, supporting tikanga practices as they are incorporated into hospice care and services.
- 5.7 Respect the beliefs and values of all people including those of particular cultural, religious, social and/or ethnic groups.
- 5.8 Participate in performance review and development, including attending training relevant to the position.
- 5.9 Act as an ambassador for hospice in the community through work and own social networks whilst maintaining the confidentiality of individuals and not acting or speaking on behalf of or representing North Haven Hospice unless so authorised by the Chief Executive Officer.

VARIATION OF DUTIES:

Duties and responsibilities described above should not be construed as a complete and exhaustive list as it is not the intention to limit the scope or functions of the position. Duties and responsibilities may be amended from time to time, in consultation with the employee, to meet changing service requirements.

Signed Employee _____ **Date** _____

Signed Employer _____ **Date** _____

PERSON SPECIFICATION

EDUCATION AND QUALIFICATIONS:

Essential:

Education that is relevant to the position, e.g. public relations, marketing, fundraising, and communications.

Desirable:

Bachelor of Communications, or other relevant qualifications.

EXPERIENCE

Essential:

Experience in public relations

Proven track record in writing for diverse audiences

Broad fundraising experience

Experience using a range of computer programmes, including word, excel, publisher, power point, data bases

Desirable:

Experience in a leadership role

Experience in marketing

Event management

Visual communications capability

Website management experience

AWARENESS AND UNDERSTANDING OF:

Philosophy of Hospice

Health Information Privacy Code 1994, revised edition 2008

Code of health and Disability Consumers' Rights 1996, reviewed edition 2009

Health and Safety at Work Act 2015, and related regulations

Te Tiriti o Waitangi/Treaty of Waitangi

SKILLS AND PERSONAL ATTRIBUTES:

Excellent interpersonal communication and public relations skills

Excellent writing skills

Advanced computer skills

Ability to deal with complex and challenging situations

Accountability for own actions

Ability to work autonomously and as part of a team

Well organised with the ability to prioritise and meet deadlines

High level of integrity and confidentiality

Creative and willing to listen to diverse viewpoints