

POSITION DESCRIPTION

Position Title:	Fundraising Coordinator
Reports To:	Fundraising Manager and Centre Manager
Responsible for:	No direct staff reports
Date created:	September 2021

The purpose of this position, Whāinga te āhuatanga

The Fundraising Coordinator will work within the Division fundraising strategy and lead and implement fundraising initiatives with a clear focus on improving revenue generation to support Cancer Society services. The role will cover all aspects of fundraising.

Specifically, the role will work within the Centre to identify:

- How best to align Divisional and Centre activities to maximise fundraising opportunities.
- Work with the Centre Manager to identify and support fundraising opportunities and ensure a cohesive and professional approach to all Centre fundraising activity.
- Work in conjunction with the Centre Manager to deliver Relay for Life and Daffodil Day activities for the South Canterbury Centre.

Key Accountabilities, Ki Whanaungatanga

Revenue generation

- To develop, co-ordinate and lead the Centres major fundraising events within the guidelines set by National Office and the Division.
- To maximise the revenue generated from Relay For Life and Daffodil Day.
- To have input into the revenue generation strategy for the Division and generate new ideas for revenue generation opportunities for both the Division and the Centre.
- To lead development of an annual Centre plan of events and fundraising initiatives and implement as agreed and strive to exceed the fundraising targets set.
- To grow the Business Partnerships and sponsorship outcomes for the Centre.
- Ensure fundraising events are aligned with Cancer Society policies and health promotion guidelines.
- Work with the Division personnel to generate media (news and social) coverage of key Centre events.
- Contribute to social media initiatives for the Centre.
- Support the donor mail and regular giving initiatives of the Division.
- Drive and support community fundraising initiatives for the Centre.

- In conjunction with the Centre Manager, ensure all events have appropriate Health and Safety plan in place
- Ensure Cancer Society brand is used correctly and appropriately.

Relationship Building

- Develop and maintain positive relationships with businesses, community agencies, service groups and community infrastructure (e.g., local libraries) with the aim of promoting the Cancer Society.
- Develop media relationships which enhance the promotion of community fundraising.
- Develop and maintain positive and productive working relationships with Centre staff and volunteers.
- Work with Centre Manager to improve relationships with Māori organisations and communities in the area.

Administration

- Work with other fundraising staff from the Division to maximise successful outcomes of any fundraising initiative.
- Provide regular reports to the Fundraising Manager.
- Ensure Cancer Society policies and procedures are followed.
- Manage fundraising volunteers within Division policies and frameworks.
- Work constructively with the South Canterbury team to build support for fundraising initiatives.
- Attendance at Centre/Division and other meetings as required from time to time.
- Ensure the Centre has sufficient and appropriate merchandise in place.

Health and Safety

- All staff have individual responsibility for Health and Safety. You must:
 - Take reasonable care of your own health and safety
 - Take reasonable care your acts and omissions do not adversely affect the health and safety of others
 - Comply with any reasonable instruction
 - Co-operate with reasonable policy and procedures
 - Promote and participate in matters relating to health and safety
 - Identify and raise with management areas and methods to increase work health and safety.
- You may refuse to undertake unsafe work if you believe that carrying out the work would expose you, or any other person, to a serious risk to you or another person's health or safety arising from an immediate or imminent exposure to a hazard. You must immediately discuss your concerns with your manager or Health and Safety Representative.

The key accountabilities of the role may change from time to time so that the Cancer Society Canterbury West Coast is able to adapt to changes in the business environment.

Required skills, experience and qualifications

- A qualification in marketing, communications or similar discipline.

- Significant track record of successful fundraising for Not for Profits including the ability to make the ask.
- Strong social media and design skills.
- Experience with handling the media.
- Event coordination skills (desirable).
- Experienced in Microsoft Office suite of applications and database work.
- Experience with data analysis, reporting and presentation.
- Enjoys working with people, easily establishes rapport and maintains positive and respectful working relationships.
- Ability to network, build new relationships and work collaboratively with others.
- Ability to work under pressure and to deadlines.
- Current unrestricted driver's licence.

Key Competencies

- **Communication** - able to communicate clearly and effectively and relates well to a wide range of people in both oral and written format and excels at listening effectively.
- **Planning and Organisation** - effective planning and organisation of initiatives via implementation of the correct sequence of actions.
- **Action/Achievement Orientation** - previous history of successfully delivering on multiple projects and objectives within agreed timeframes.
- **Presentation skills** - experience in presenting to and gaining the support of stakeholders for an idea or proposal.
- **Relationship Management** - ability to develop and maintain reciprocal working relationships with internal and external stakeholders to contribute to the achievement of goals and outcomes for the organisation in alignment with the strategic plan.
- **Peer Relationships** - can quickly find common ground with peers and is pleasant, co-operative, gets along well with colleagues and creates a sense of team spirit.
- **Influencing** - experience in utilising different strategies to gain the support of stakeholder for an idea or proposal and influence beliefs where relevant.

Level of Authority

As defined by Cancer Society Canterbury West Coast Budgets and Delegated Financial, Operational and Staff Authorities.

Authorisation of Position Description

Authorised by:

Signed by:

(Name of position holder)

Date: