


**POSITION DESCRIPTION**  
**SERVICE: Fundraising**  
**ROLE: Events Coordinator**

Scope of the Position	
<b>Position Title</b>	<b>Events Coordinator</b>
<b>Reports To</b>	Service Support Manager – Revenue Development
<b>Service Directorate</b>	Member – Fundraising Team Centre – Colleague support
<b>Location</b>	This position is based in the Manawatū Centre, however it can be based from other Centres, and some travel to other centres or regions may be required from time to time
<b>Hours</b>	This is a part time position (30 hrs/week) Hours of work are between 8:00am and 8:00pm Monday to Friday with some weekend work required from time to time
<b>Direct Reports</b>	<b>No Direct Reports</b>
<b>Responsible For</b>	All Volunteers in fundraising roles
<b>Internal Relationships with</b>	Other staff and Volunteers of the Centre/Division Centre Executive Committee Members
<b>External Relationships with</b>	Sponsors and Community Stakeholders Community and Volunteer Services
<b>Delegated Authority</b>	The Delegated Authority Policy sets out the scope and limits of Delegated Authority as it applies to this role



About the Cancer Society	
<b>Our Mission, To Mātou Koromakinga</b>	<p><b>To reduce the incidence and impact of cancer in New Zealand</b></p> <p><i>The Cancer Society is committed to working with our communities by providing leadership and advocacy in cancer control with core services in Community Health, Support and Information Services, Research and Advocacy.</i></p>
<b>Our Vision, Te Matakite</b>	To be the leading organisation dedicated to reducing the incidence of cancer and ensuring the best cancer care for everyone in Aotearoa New Zealand
<b>Equity Charter</b>	<p><b>Our Equity Charter guides our approach to our mahi</b></p> <p><b>Te Tiriti o Waitangi</b> – Commitment and application of Te Tiriti o Waitangi is evident throughout the organisation</p> <p><b>Kotahitanga</b> – Everyone is aware of and enabled to address inequities</p> <p><b>Mana Taurite</b> – Equity is embedded in all policies, structures, systems and services</p> <p><b>Matauranga</b> – CSNZ funded research improves equitable cancer outcomes across the continuum for all new Zealanders</p> <p><b>Whaitaua</b> – CSNZ advocacy improves equity outcomes across the continuum for all New Zealanders</p> <p><b>Haepapatanga kit e Hapori</b> – accountability mechanisms are embedded throughout the organisation</p> <p><b>Mahi Arataki</b> – our equity strategies are sustained and responsive to changing equity needs</p> <p><b>Kaitiakitanga</b> – sustainable and ecofriendly processes are embedded throughout the organisation</p>
<b>Federation</b>	<p>The Central Districts Division includes the 5 Centres of Taranaki, Whanganui, Manawatu, Hawke's Bay and Gisborne.</p> <p>It is a part of the Federation of the Cancer Society of New Zealand</p> 



Operating Tasks & Results Areas	
<b>Purpose of the Role</b>	<ul style="list-style-type: none"> <li>• To support revenue generation for the Centre and generate at least 50% of the annual revenue required for service delivery</li> <li>• To focus on Events, to work within the Community, and encourage Sponsors</li> <li>• To work within the Central Districts Division revenue generation strategy and standards</li> </ul>
<b>Key Activities</b>	<ul style="list-style-type: none"> <li>• To annually lead the two anchor events of Daffodil Day and Relay For Life</li> <li>• To develop, coordinate and lead the Centre's events within the guidelines set by the Division and the National Office</li> <li>• To maximise the revenue generated from all events</li> <li>• To have input into the revenue generation strategy for the Division and generate new ideas through events for both the Division and the Centre</li> <li>• To contribute for an annual Division and Centre plan of events and implement as agreed and strive to exceed the fundraising targets set by the Division</li> <li>• To grow the Business Partnerships and sponsorship outcomes for the Centre</li> <li>• To work with Volunteers and other staff to deliver events</li> <li>• Ensure fundraising events are aligned with Cancer Society policies and health promotion guideline</li> <li>• Work with the Division personnel to generate media (news and social) coverage of key Centre events</li> <li>• Contribute to social media initiatives for the Centre</li> <li>• Drive and support community fundraising initiatives for the Centre</li> <li>• Ensure all events have an appropriate Health and Safety plan in place</li> <li>• Ensure Cancer Society brand is used correctly and appropriately</li> <li>• Develop and maintain positive relationships with businesses, community agencies, service groups and community infrastructure (eg local libraries) with the aim of promoting the Cancer Society</li> <li>• Develop media relationships which enhance the promotion of community fundraising</li> <li>• Develop and maintain positive and productive working relationships with Fundraising team, Centre staff and Volunteers</li> <li>• Work with Division staff and Centre Liaison to improve relationships with Māori organisations and communities in the area</li> <li>• Manage annual budget within agreed parameters</li> <li>• Work with other fundraising and event staff in the Division to maximise successful outcomes of any fundraising initiative</li> <li>• Provide regular reports to the Service Support Manager</li> <li>• Ensure Cancer Society policies and procedures are followed</li> <li>• Comply with all policies and frameworks of the Division</li> <li>• Work constructively with Centre team to build support for event initiatives</li> <li>• Attendance at Centre/Division and other meetings as required from time to time</li> <li>• Ensure the Centre has sufficient and appropriate merchandise in place</li> </ul>



<b>Equity</b>	<ul style="list-style-type: none"> <li>Recognises and supports the CS commitment to Equity and addressing issues of inequity with Māori and with other disadvantaged communities</li> <li>Attends and engages with Equity work and encourages staff to do the same</li> </ul>
<b>Attitudes and Behaviours</b>	<ul style="list-style-type: none"> <li>Positivity in work tasks and relationships with others</li> <li>Future focussed</li> <li>Process and analysis to inform decisions and actions</li> <li>Learning new skills and problem solving</li> </ul>

#### Performance Measures

<b>KPIs</b>	<p>Alongside the deliverables of the Position Description as above, the following KPIs are the basis of expected performance of this role</p> <ul style="list-style-type: none"> <li>KPIs are set annually and will be specific and measurable results, driven against annual plans, budget and revenue for any specific activities</li> <li>All comms are effective and present the Society in a positive manner</li> <li>A positive work culture is effected</li> <li>Proactive work towards achieving professional competencies and personal development goals</li> </ul>
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#### Qualifications, Experience, and Employee Attributes

<b>Qualifications and Experience, Tautōhito Tohu</b>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>A track record of successful events for Not for Profits including the ability to “make the ask”</li> <li>Strong interpersonal skills and customer service ethic</li> <li>Strong social media skills</li> <li>Strong written and oral communication skills</li> <li>Demonstrates an ability to follow through and deliver</li> <li>Establishes rapport and maintains positive and respectful working relationships and external networks</li> <li>Demonstrates a willingness to proactively engage with and an ability to adapt approaches to meet the needs of different cultures</li> <li>Ability to work under pressure and to deadlines</li> <li>A current NZ full Driver Licence</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>A qualification in marketing, communications or similar discipline is preferred</li> <li>Public speaking skills</li> <li>Knowledge of the ethics and operating policies of FINZ</li> <li>Experience with data analysis, reporting and presentation</li> <li>Experience with handling the media</li> </ul>
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<b>Personal Attributes</b> <b>Personal Attributes,</b> <b>Huanga e pa ana</b>	<ul style="list-style-type: none"> <li>• Ethics and personal standards that are compatible with the Cancer Society</li> <li>• Excellent communications, written and oral, able to coach and advise staff</li> <li>• Able to relate positively to diverse people and ideas</li> <li>• Behaviour that reflects the values and position of the Cancer Society</li> <li>• Good time management and self-motivation, sets goals and priorities and meets timeframes</li> <li>• Rational and systematic approach to tasks and problem solving</li> <li>• Participates in staff activities and supports colleagues, offers help and advice, nurtures employment relationships</li> <li>• Proactively seeks to develop skills and professional development</li> <li>• Can work independently and as part of a team</li> </ul>
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#### Acceptance and Variation

From time to time, other duties, tasks, and work that are not stated in this Position Description may be required to contribute to the growth, operations, or the profile of the Division and its ability to meet the Mission of the Cancer Society, and will be required for the performance of the position.

Position Descriptions are reviewed at least every 2 years and subject to change as the organisation grows and develops.

I have read, understood, and agree to this Position Description.

Signed \_\_\_\_\_

Name \_\_\_\_\_

Date \_\_\_\_\_

**End**