

Position: Communications and Fundraising Manager

Location: National Office, Wellington

Reports to: Chief Executive

Reports: Supervision of the Communications and Fundraising Coordinator and the Trusts and Foundation Coordinator

The Parkinsonism Society of NZ Inc (Parkinson's New Zealand) is a not-for-profit organisation that provides education, information and support to people living with Parkinsonism conditions, their carers, families and health professionals.

Our National Office is also responsible for providing leadership and support to 20 Divisions around New Zealand

Parkinson's New Zealand is committed to understanding the provision of services required to meet our Treaty of Waitangi obligations and is an Equal Employment Opportunities employer.

Purpose of the position: To develop, implement and manage the PSNZ Fundraising and Marketing plans with a particular focus on growing individual donors.

Key Accountability	Key Tasks	Measures
Fundraising	<p>Manage the planning and implementation of an integrated and well managed fundraising plan including agreed targets and timelines.</p> <p>Key components include:</p> <ul style="list-style-type: none">• Individual Giving Programme through direct mail and acquisition campaigns.• Get Going for Parkinson's programme• Bequest programmes• Trust and Foundation giving	<p>Individual donor programme is implemented.</p> <p>Acquisition strategy is developed and implemented.</p> <p>Communication with stakeholders is timely and professional</p>

	<ul style="list-style-type: none"> • Identify and research new fundraising opportunities. • Assist with other fundraising activities as required. 	<p>Get Going for Parkinson's participation rates increased to meet agreed targets</p>
<p>Manage Donor Database</p>	<p>Ensure that the Communications Coordinator and Office Administrator are supported in their roles of records inputting and updating</p> <p>Monitor data requirements and resources needed to meet requirements</p> <p>Ensure regular reports on donors and donations are produced for planning purposes</p>	<p>Database information is accurate and updated in timely manner</p> <p>Recommendations are made to the Chief Manager regarding resource needs in a timely manner</p> <p>Appropriate documentation and reports are provided in a timely manner</p>
<p>Communications</p>	<p>Coordinate the production of publications including the Parkinsonian, UPBEAT, Annual Reviews and new resources ensuring they are produced in line with Marketing and Communications plans</p> <p>Work with the Communications and Fundraising Coordinator to ensure the website is kept up to date and our social media presence including Facebook and Twitter is maintained.</p>	<p>Good relationships with contract writing staff and expert contributors.</p> <p>Appropriate material of a high standard is produced and timelines met.</p> <p>Copy and design is well proofed and produced</p> <p>Website and social media is used appropriately, kept up to date and new opportunities are investigated.</p>
<p>Relationships</p>	<p>Build and strengthen relationships with donors, potential donors, regional and national staff and other relevant stakeholders</p> <p>Coordinate relationships with printers, designers, mailing houses and other suppliers.</p>	<p>Donors/Stakeholders receive regular communications including letters, emails, phone calls and face to face meetings.</p> <p>Requests for information are responded to in an appropriate and timely manner</p> <p>Relationships with external suppliers are positively maintained.</p>

Public Relations/Marketing	<p>Develop, recommend and implement a programme of public relations that will build PSNZ's profile in the community and support our fundraising efforts</p> <p>Manage Parkinson's Awareness Week planning and implementation</p>	<p>Media and Public Relations opportunities are monitored and recognised</p> <p>Parkinson's Awareness Week themes and messages are communicated in an effective and timely manner to all stakeholders</p> <p>New materials and resources are produced as appropriate</p>
Other projects	<p>Work with colleagues on shared and Society wide projects and events including the AGM.</p> <p>Support and advise the CE</p> <p>Support and advise local staff and volunteer regarding fundraising, marketing and communications</p> <p>Support or manage other projects as required.</p>	<p>Collaborates well with colleagues.</p> <p>Good relationships are built with volunteers and regional staff</p>

COMPETENCIES

The Communications and Fundraising Manager will have the following competencies;

- **Relationship Management:** Ability to establish and maintain effective and co-operative internal and external relationships with relevant individuals and groups.
- **Communication:** Highly tuned written and verbal communication skills with the ability to express complex ideas with clarity.
- **Results orientation:** The desire and ability to achieve effective results and agreed goals.
- **Continuous improvement:** Ability and desire to constantly monitor the quality and performance of the communication systems, providing the impetus to continuously improve and enhance the public profile and reputation of the Society.
- **Credibility and professional integrity:** Ability to act in a manner that conveys high personal and professional standards.

SKILLS AND KNOWLEDGE

The Fundraising and Communications Manager will demonstrate:

- Understanding of the principles and obligation issues of the Treaty of Waitangi

- An ability to multi-task and work to deadline
- An ability to deal with their own work load effectively, while working effectively as a team member
- Excellent administrative and organisational skills
- Ability to work proactively and use initiative
- Understanding of the not-for-profit sector
- An empathetic approach
- Understanding of working with volunteers
- A good level of computer literacy
- Willingness to develop an understanding and knowledge of Parkinson's and it's effects in order to develop and distribute accurate, appropriate information

QUALIFICATIONS

Minimum of 3 years relevant work experience

The Communications and Fundraising Manager is expected at all times to work within the policies and procedures of Parkinson's New Zealand and may, at times, be required to work outside of normal office hours.