

Position Description

MARKETING & FUNDRAISING COORDINATOR

**Position Title:** Marketing & Fundraising Coordinator

**Responsible to:** Business Development Manager

**Direct Reports:** NA

**Internal stakeholders** Business Development Team

Chief Executive Officer

Finance & IT Manager

General Manager Social Services

Area Managers

Kaiārahi

 All PSUSI employees

**External stakeholders’** External Advisors

Key suppliers and stakeholders

 Clients and communities

Donors

Other PSNZ regions as required

**ROLE DESCRIPTION**

This role is a key component of the Business Development Team who ensures that the organisation is sustainable and has the tools to provide effective service delivery by maintaining income generation and protection, promoting and marketing PSUSI and its services, and engaging with donors and volunteers.

The purpose of this role is to provide internal and external communications and marketing support as well as to be the lead on all PSUSI fundraising initiatives. This role also contributes effectively as required to the goals of the Business Development team within the broader organisation.

**KEY ACCOUNTABILITIES AND EXPECTED PERFORMANCE OUTCOMES**

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| **Key Accountabilities** | **Expected Performance Outcomes** |
| 1. Maintain fundraising activity and develop new strategies and ideas in collaboration with the Business Development Manager
 | * Develop and implement all Direct Mail campaigns.
* Implement and maintain the Social Media Strategy including advertising plans.
* Maintain the website strategy and develop/support advertising plans, e.g., google adword campaigns.
* Support the maintenance of the PSUSI Bequest Programme
* Develop, implement & maintain the PSUSI Regular Giving Programme
* Protects and promotes the PSUSI brand to ensure a positive reputation in the community.
* Support all social enterprise activity.
* Ensure all fundraising activity is regularly monitored, and appropriate analysis and reporting is conducted.
* Develop a peer-to-peer fundraising strategy and coordinate all activities and events
* Planning and development of all key fundraising events, including volunteer coordination/management where necessary
* Develop, implement & maintain a Corporate Sponsorship/Partnership programme.
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| 1. Development, implementation and management of internal and external communications & marketing in conjunction with Business Development Manager.
 | * Progresses communications and marketing plans that are in line with the organisation’s strategic direction and take account of the impact of social, political and economic events on the organisation’s business
* PSUSI’s brands are well positioned and managed in accordance with agreed strategies
* Source and write stories to raise the profile of, and promote PSUSI services in both internal and external publications
* Develop, write, produce and distribute PSUSI internal and external communication and collateral as required, including: Media releases, PHP magazine, Connect newsletter, e-newsletters, brochures, posters/flyers, annual reports, surveys etc within brand guidelines and with support from the Business Development Manager.
* Appropriate advertising and promotion of PSUSI and PSUSI services is undertaken to ensure the organisation is actively promoted and its profile, raised.
* Development of scripts and key messages for employees and Managers as required
* Ensures that the website and social media are maintained and monitored to increase usage and growth with up to date information and consistent messaging and branding to ensure effective promotion via digital means
* Uses systems that clearly measure and track compliance with procedures, service level (and other formal) agreements, and service delivery.
* Uses best practice standards are implemented - benchmarks internal services and practices against appropriate external anchors.
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| 1. Relationship Management
 | * Establish and maintain cooperative and productive working relationships with employees and management throughout the organisation to identify story ideas and communications and marketing needs.
* Provide support and guidance for Area Managers and Communication Reps at each of the major PSUSI sites.
* Support the Business Development Manager in managing PSUSI’s external stakeholder relations, including building positive relationships with suppliers, graphic designers and partners
* Demonstrates organisational loyalty and works in partnership to assist staff and senior management of the organisation deliver services to its clients.
* Is visible, accessible and approachable to management and staff – meets with people across the business and in different locations
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| 1. Volunteer Supervision and Support
 | * Ensures safety, support and wellbeing of fundraising volunteers
* Ensures professionalism and respect in all interactions with PSUSI volunteers
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| 1. Stays up-to-date with advancements in field and has a focus on professional development
 | * Professional development opportunities are sought proactively for self
* Development requirement are signalled in advance to line manager for approval
* Competence and skill level is maintained to perform role to highest ability
* Maintains a good understanding of current best practice in field of work and adapts accordingly
* Meets objectives set as annual performance reviews
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| 1. Actively participates and contributes to Health, Safety & Wellbeing in the workplace.
 | * Ensures that a safe and healthy working environment is maintained at all times
* Actively contributes to a safety and wellbeing conscious culture
* Complies with Health and Safety policies, regulations and legislation
* Takes responsibility for your own health and safety and ensures no action or inaction on your own part harms others in the workplace
* Is aware and can identify hazards to which the organisation may be exposed and takes appropriate action accordingly
* Has knowledge and is able to apply emergency procedures
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| 1. Attends to other duties as required
 | * 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 the functions of this position. Duties and responsibilities can be amended from time to time by Presbyterian Support Upper South Island.
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**Person specification**

**Qualifications, Training, Experience**:

* Qualification in relevant discipline such as communication, marketing or fundraising or relevant equivalent experience
* Demonstrated ability to communicate in a clear, engaging and succinct manner that is honest, open, professional and non-judgemental
* Demonstrated experience developing and implementing fundraising initiatives and marketing collateral
* Experience in creative problem solving
* Experience working with conflicting priorities and proven ability in time management, organisational and planning skills
* Demonstrated abilities in relationship building including being able to build rapport and trust quickly and with all kinds of people
* Sound computer skills including the use of email, internet and Microsoft applications (including Office 365) and ideally familiarity with RaisersEdge and design software such as InDesign
* Exposure to or involvement with not-for-profit organisations is desirable
* Demonstrated ability to respect and adhere to confidentiality and professional boundaries
* Maintains a full, clean drivers licence

**Skills and Personal Attributes:**

* Strong written and verbal communications skills
* Motivated and enthusiastic to make a difference
* Able to take responsibility, show initiative and is punctual and self-motivated
* Highly organised with the ability to prioritise and meet expected deadlines
* Ability to manage confidential information with responsibility and integrity
* Commitment to ongoing professional development
* Have self-awareness of abilities and limitations
* Embraces change through realising opportunities, challenging the status quo where necessary and proactively looking for improvement and supporting others’ ideas
* A commitment to high quality of work and professionalism
* Commitment to the mission and values of Presbyterian Support Upper South Island
* Openness to and enjoyment of differences in values, beliefs and cultural practices
* Understanding of, or a willingness to learn, the principles of the Treaty of Waitangi