



POSITION DESCRIPTION

Job title:	Communication and Fundraising Lead
Responsible to:	Operations Manager
Responsible for:	0 direct reports
Job purpose:	This role ensures the development of an integrated communication and fundraising plan and delivery of activities for Pillars Ka Pou Whakahou. This includes raising the Pillars Ka Pou Whakahou brand and profile, increasing engagement with supporters and other stakeholders, plus ensuring relevant and consistent communication content is produced supporting fundraising objectives and service delivery.
Financial responsibilities:	\$0 delegated level of authority

KEY RELATIONSHIPS

External:

- Donors
- Sponsors
- Philanthropic trusts and funding organisations
- Pillars Ka Pou Whakahou Friends Business Network
- Fundraising Institute of NZ
- Advocacy groups
- Other non-profit and justice organisations
- Agencies and suppliers
- Traditional media
- Service Clubs and other stakeholders

Internal:

- General Manager
- Executive Management Team
- Pillars Ka Pou Whakahou Ambassadors
- Pillars Ka Pou Whakahou Board

KEY RESULTS AREA

The position of Communications and Fundraising Lead encompasses the following major functions:

1. Communication Strategy Development and Execution
2. Brand, Marketing Communication and Public Relations
3. Grow Sustainable Revenue
4. Data Management

Key Results Area	Jobholder is successful when
<p>1. Communication Strategy Development and Execution</p> <ul style="list-style-type: none"> • Develop and lead the delivery of an integrated communications and fundraising plan. • Develop strategies to increase overall engagement with the Pillars Ka Pou Whakahou brand, attracting and securing donors for long term donor development work. • Develop a communication risk mitigation / crisis management plan. 	<ul style="list-style-type: none"> • Successful execution of the strategy, which is in line with the overall Pillars Ka Pou Whakahou direction. • Increase in long term funding. • Any PR risks are mitigated following the Crisis Management plan.
<p>2. Brand, Marketing Communications and Public Relations</p> <ul style="list-style-type: none"> • Align all communications activity with the agreed strategy. • Develop Pillars Ka Pou Whakahou brand identity and its consistent application, including design of concepts and content. • Produce and manage content and grow engagement across digital and social media platforms. • Write press releases, newsletters and design campaign materials. • Oversee the design and production of digital and print material such as brochures and annual report. • Build relationship with media, engaging with them for relevant pieces of PR. Narrate a story around events and important milestones for Pillars Ka Pou Whakahou. 	<ul style="list-style-type: none"> • Build a positive Pillars Ka Pou Whakahou Brand, that raises an awareness of its vision and values – attracting attention. • Consistent tone and messaging in all communications, whether print, media etc. • Content is tailored and reaches the correct audience, with engagement across digital and social media platforms monitored. • Positive external view of Pillars Ka Pou Whakahou. • Creative and innovative ways are used to engage the target audience.

Key Results Area	Jobholder is successful when
<p>3. Grow Sustainable Revenue</p> <ul style="list-style-type: none"> • Maintain and grow Pillars Ka Pou Whakahou individual supporter database. • Build a sustainable programme of individual, corporate and legacy giving, including gifts-in-kind. • Identify methods of increasing and sustaining income from existing income streams. • Develop strategies to attract and secure donors for the donor development programme. • Manage relationships with stakeholders including ambassadors, sponsors, major donors and media. 	<ul style="list-style-type: none"> • Increase in funding received, having a positive financial impact to Pillars Ka Pou Whakahou. • A pipeline of funding is developed, with new and existing streams. • Creative and innovative ways of growing revenue is created. • Positive feedback received by stakeholders.
<p>4. Data Management and Financial Reporting</p> <ul style="list-style-type: none"> • Learn the CRM databases functionality to become the database lead. Over time build organisational capacity to ensure the CRM management system is implemented correctly and working effectively for Pillars Ka Pou Whakahou. • Maintain the database, ensuring integrity of data by best practice management. • Establish meaningful monthly reports of income and expenditure for fundraising activity. 	<ul style="list-style-type: none"> • Data is accurate, with reports providing valuable information. • Sound understanding of the CRM system, with it being utilised to its full potential for the needs of Pillars Ka Pou Whakahou. • The Board and the Executive Leadership Team are able to utilise database reporting to make informed decisions.
<p>5. Other Duties and Compliance</p> <ul style="list-style-type: none"> • Duties are not limited to those specified, so further tasks may be delegated on a project or ongoing basis. • Comply with all Pillars Ka Pou Whakahou policies and procedures, including Health and Safety and Code of Ethics. • Complete ongoing learning and development, including annual performance review, 	<ul style="list-style-type: none"> • A proactive flexible approach is undertaken to achieve Pillars Ka Pou Whakahou business objectives and client case load. • Awareness of Health and Safety requirements and procedures, reporting any accidents incidents or near misses. Responsible for own and team health and safety. • Awareness and compliance with all Pillars Ka Pou Whakahou policies.

Key Results Area	Jobholder is successful when
professional development plans and feedback sessions. <ul style="list-style-type: none"> • Participate in staff meetings • Participate and cooperate in all team activities, including organisational events and, fundraising and public relations events. 	<ul style="list-style-type: none"> • Positively present Pillars Ka Pou Whakahou, promoting their vision, mission, and all values. • Keep abreast of new developments by attending appropriate courses, conferences, and training. Sharing knowledge with wider Pillars Ka Pou Whakahou team.

PERSON SPECIFICATION

Qualifications:

Essential	Desirable
<ul style="list-style-type: none"> • Qualification in Marketing or Communication, or equivalent level of knowledge. 	

Knowledge / Experience:

Essential	Desirable
<ul style="list-style-type: none"> • Minimum 3 years' experience working in a communications, marketing or fundraising role. • Operate across strategic and operational spectrums. • CRM Management Systems. • Digital and Social Media platforms. • Working with traditional media. 	<ul style="list-style-type: none"> • Knowledge of Te Tiriti o Waitangi • Working within the non-profit sector. • Project and campaign management. • Knowledge of Aotearoa criminal justice system.

Key Skills / Attributes / Job Specific Competencies

Expert level	<ul style="list-style-type: none"> • Relationship management • Interpersonal skills • Communication skills – oral and written • Storytelling, articulating the Pillars Ka Pou Whakahou mahi • Attention to detail • Innovation and Creativity • Problem solving • Team player • Time management
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Competent level	<ul style="list-style-type: none"> • Strategic thinking • Research • Data Management • Adapt quickly to changing priorities and tight deadlines • Confidentiality • Highly organised • Resilient • Empathetic • Self-awareness • Continuous learning and improvement • Cultural Awareness • Self-starter (working independently) • “Charity heart” – Pillars Ka Pou Whakahou relies heavily on volunteer contribution at all levels of the organisation.
Awareness	<ul style="list-style-type: none"> • Criminal system