JOB DESCRIPTION

Job title: Fundraising Manager
Reports to: Engagement Director
Responsible for: Individual Giving Executive
                           Key Supporter Executives (2)
                           Supporter Relations Coordinator
                           Corporate Relations Executive

Works closely with: Engagement Team Managers:
                           • Media and Communications Manager
                           • Digital Manager
                           • Events Fundraising Manager
                           • Supporter Acquisitions Manager
                           • Campaigns Coordinator
                           • CRM Executive

Department: Engagement
Location: Oxfam New Zealand Auckland Office

BACKGROUND

At Oxfam, we’re ending the injustice of poverty. For everyone. For good. With you.

We save lives in disasters, and rebuild them afterwards. We confront the problems, the causes, that keep people poor, like inequality, discrimination against women, climate change, and the eviction of people from their land. And we support and assist people to build better lives for themselves.

This role sits in the Fundraising team within Oxfam New Zealand’s (ONZ) Engagement Directorate. The Engagement Directorate’s role is to engage, educate and publicise the work of Oxfam within New Zealand so as to create more supporters who do more, give more and stay longer.

The Fundraising team is responsible for fundraising income generation, retention and care. The team includes individual giving activities including regular giving programme development, telefundraising strategy, appeals (DM and eDM), Oxfam Unwrapped as well as major giving, bequests, trusts and community fundraising.

Last updated: 14/07/2017 2:52:00 p.m. Fundraising Manager
JOB PURPOSE

Be responsible for delivering the fundraising strategy and activity for ONZ, ensuring that fundraising targets are reached, supporters have an outstanding experience while optimising funds donated for ONZ’s work and that educational and campaigning opportunities are realised in line with the directorate's strategic objectives.

PRIMARY RESPONSIBILITIES

**Strategy development and functional management**

1. In consultation with the Engagement Director, develop, implement and regularly review ONZ’s fundraising strategies, which include developing and leading acquisition, upgrade, retention and reactivation plans for the various income streams to achieve sustainable growth in ONZ’s supporter base. Specifically this involves:
   • Developing budgets and annual operating plans, monitoring progress, and reporting regularly against these.
   • Developing, reviewing and overseeing the implementation of appeals, emergencies, unwrapped, corporate, major donor, bequests and regular giving strategies (including retention, upgrade and reactivation strategies) to ensure ONZ maximises donations whilst continuing to inspire and engage existing and new supporters.
   • Develop a telefundraising calling plan and strategy to assist in the delivery of income targets for the Supporter Acquisition team.
   • Support the Supporter Acquisition Manager with any fundraising or data insights to optimise returns in particular relating to best performing calling files.
   • Effectively managing the development and periodic refresh of Oxfam’s regular giving product,
   • Applying strategic thinking to develop strategies to cross-promote ONZ to a wide range of supporter segments in order to maximise income generation,
   • Searching out and developing new and innovative lead sourcing strategies, including cross team working on key fundraising campaigns,
   • Exploring new income opportunities with other Oxfam affiliates and NZ not for profits,
   • Developing / analysing current strategies to ensure income targets are met,
   • Delivery of Trusts and Foundations strategy and applications.

2. With the support of the Engagement Director and other Engagement Team managers, be responsible for reviewing, building and managing an effective engagement strategy that ensures the most appropriate supporter journey for current and new donors. This includes:
   • Reviewing and maintaining appropriate products and collateral materials,
   • Ensuring members of the Fundraising team develop and maintain effective relationships and tailor supporter thank you and engagement communications that will promote the retention of current supporters and growth of new regular givers,
   • Ensuring the effective analysis, monitoring and evaluation of trends in supporter feedback are undertaken and issues are resolved or escalated to relevant teams where appropriate,
   • Developing tools and communications that monitor and effectively track the supporter experience.
3. Work with the Communications and Media Manager/team to develop appropriate communications strategies and plans for the fundraising products managed by the Fundraising team.

4. Update and implement the relevant sections of the emergency response fundraising strategy & procedures. Lead on all individual giving activity, with support of the Individual Giving Executive, in the event of an Emergency Response.

**Team management**

5. Ensure the effective financial management for the Fundraising function, including income and expenditure budgeting, variance analysis, and regular reporting to the Executive Leadership Team and ONZ Board.

6. Provide effective team management, support and direction to members of the Fundraising team, which includes:
   - Timely recruitment, selection, induction of new team members,
   - Regular review of work objectives, effective performance management and ongoing development of direct reports and maintaining an oversight of functional team performance.

7. Adhere to and ensure understanding and compliance of Oxfam’s human resources policies and procedures within the Fundraising function, participating in the development of key policies, guidelines and procedures as required.

**General**

8. Contribute to the success of the Engagement Directorate through active participation in Engagement Management team meetings and direct support to the Engagement Director.

9. In liaison with the Supporter Relations Representative & Volunteer Coordinator, ensure office volunteers are well managed and ensure that good standards of HR practice are maintained.

10. Proactively maintain a good understanding of best practice in fundraising and supporter engagement techniques and approaches, by attending relevant meetings, conferences and events and by keeping abreast of sector and Oxfam affiliate developments as applicable.

11. Represent Oxfam New Zealand within relevant networks and at relevant forums within the not for profit and wider sector as appropriate.

12. Be proactive in maintaining effective cross team communications and working relationships within the Engagement Directorate and with other directorates.

13. Undertake any other duties or projects that may be delegated by the Engagement Director that are in keeping with the scope of the role.

**COMPETENCIES**

**Qualifications, experience and knowledge**

- Considerable (8+ years) fundraising management experience including experience of managing several fundraising functions, e.g. regular giving development, telefundraising, appeals (DM and eDM), major giving, bequests, trusts and/or community fundraising
• Proven success in managing and motivating teams in their achievement of fundraising objectives
• Proven experience of designing & managing ‘sales pipeline' processes and systems that support fundraising activities
• Experience of product management and knowledge or experience of developing associated collateral materials
• Knowledge of campaigning approaches and techniques
• Good experience of using IT systems particularly Microsoft Office applications and relational databases (experience of Microsoft Dynamics is preferred)
• Experience of data analysis and reporting
• Degree in a relevant subject or equivalent work experience
• Experience of handling confidential information and of associated protocols is desirable
• Knowledge and/or an active interest in social justice and international development issues

Professional skills
• A strategic thinker with excellent analytical skills
• Strong written and oral communication skills, including clear articulation of strategy and concepts
• Proven people and team management skills
• Relational & presentation skills, including “making the ask” & servicing supporters
• Ability to deal with difficult customer care situations
• Proven project management and financial management skills
• Strong IT skills, particularly in Microsoft Office Excel
• Excellent telephone manner

Personal attributes
• Excellent interpersonal and relationship management skills
• Leadership skills and a motivational, participatory management style
• Ability to network, build new relations and work collaboratively with others
• Strong organisational and time management skills
• Ability to work under pressure and to deadlines
• Ability to handle and manage conflicting demands
• Team focused
• Confident and mature
• A commitment to the mission and values of the organisation

TIME OFF IN LIEU (TOIL)

The post holder may be required to work additional hours, including weekend working, from time to time for which appropriate time off in lieu (TOIL) will be awarded in line with the organisation’s TOIL policy.