

POSITION TITLE

Fundraising Manager

LOCATION

Capital E, 4 Queens Wharf

POSITION STATUS

0.6 (negotiable), Permanent role

POSITION OBJECTIVE

The Fundraising Manager is responsible for the implementation of Capital E's fundraising strategy, with a focus on community and sponsorship fundraising campaigns, establishing an individual giving programme, and overseeing our programme of applications to grant-giving trusts. Building, retaining and deepening relationships with key individuals, partners and stakeholders is central to this role; and the Fundraising Manager will reinforce a donor-centric culture at Capital E in collaboration with the wider Experience Wellington team.

CONTEXT

Capital E is part of the Wellington Museums Trust (trading as Experience Wellington), a registered charity established by Wellington City Council as a Council Controlled Organisation (CCO) to manage and develop its cultural and arts visitor experiences.

Our purpose is: **Working with and for Wellington to create remarkable art, culture and science experiences that generate vitality: enriching the city we love.**

Our vision is: **Engaged, curious communities**

The **Fundraising Manager** will contribute to the achievement of this vision by implementing strategies to increase fundraising revenue as well as building, retaining and deepening relationships with individuals, partners and stakeholders that build Capital E's profile and sustainability.

KEY RESPONSIBILITIES

- Implement Capital E's fundraising strategy, contributing to the achievement of Capital E's fundraising targets via partnership development and individual giving campaigns.
- Relationship management and accountability are managed to ensure that stewardship is effective, and all contractual obligations and partner objectives are met.
- Undertake research to support the identification of prospects and potential partners and opportunities for funding and/or relationship development.
- Oversee our programme of applications to grant-giving trusts.
- Coordinate the development and implementation of initiatives and resources such as pitch documents, applications and presentations, designed to build, retain and deepen relationships with individuals, partners and stakeholders and maximise donations.
- Support the development of PatronBase and other relevant data-management and reporting tools to provide the best possible information to support Capital E and Experience Wellington's fundraising and relationship development strategy, and reach and exceed targets.
- Support planning and running events related to fundraising and relationship development objectives.
- Work collaboratively with fundraising colleagues across Experience Wellington.

WORKING RELATIONSHIPS

Internal: The **Fundraising Manager** will:

- Be accountable to the Head of Business & Development;
- Work as an integral part of the Business & Development Team maximising the effectiveness of Capital E's fundraising strategy;
- Work closely with the wider team to ensure that PatronBase, Fundraiser Pro and other data-management and reporting tools are being used to build, retain and deepen relationships with individuals, partners and stakeholders.
- Work closely with Head of Programming & Partnerships and the Creative Producers to support opportunities to develop strategic relationships with new or existing individuals, partners and stakeholders;
- Support the Bookings Coordinator in the writing of grant applications and accountability reports.
- Work with the Marketing & Communications team to ensure that all initiatives and resources reflect Capital E's voice, brand, vision and values;

- Work collaboratively with Experience Wellington colleagues on initiatives to increase fundraising revenue, skills and expertise across the organisation; and
- Strategically draw upon the networks of Experience Wellington staff and Trustees where appropriate.

External: The Fundraising Manager will:

- Develop and maintain positive relationships with individuals, groups and organisations relevant to the work of Capital E including, but not limited to:
 - New and existing partners and sponsors;
 - Key prospects identified as potential donors;
 - Grant giving bodies;
 - Colleagues in other arts organisations and fundraising community New Zealand-wide, particularly those specialising in the arts, culture and/ or children and young people;
 - Members of the public; parents, caregivers and children and young people; and
 - Others relevant to the position.

DELEGATIONS

Financial Delegation Level C.

KEY RESULT AREAS

KEY TASKS AND ACCOUNTABILITIES (What needs to be achieved)	PERFORMANCE MEASURES (How it will be measured)
1. Fundraising	
<ul style="list-style-type: none"> • Support the Head of Business & Development in the research and implementation of Capital E’s fundraising strategy and development of a fundraising culture at Capital E. • Contribute to the achievement of Capital E’s fundraising targets via partnership development and personal giving campaigns. • Oversee the preparation of, and accountability for, an effective programme of grant applications, reporting and accountability fulfilment. • Monitoring, analysis and reporting on campaign, events and appeal performance. • Support the identification, facilitation and stewardship of relationships with partners, funders and stakeholders. • Fundraising and relationship development strategies and initiatives are based on sound information and research. 	<ul style="list-style-type: none"> • The Capital E fundraising strategy is launched and revenue and other targets are met or exceeded. • Capital E staff are engaged with, and supportive of, the fundraising strategy and contribute actively to a positive culture of fundraising and relationship development. • Capital E is seen as a charity and valued and valuable partner, worthy of advocacy and financial support. • A strategic programme of grant applications is implemented - funding applications are written to a high standard resulting in increased effectiveness and revenue generation. • Accountability/reporting schedule for all Capital E’s funding partners is developed and implemented in collaboration with other Capital E team members. • ROI is actively measured and monitored • Prospects and partnerships are thoroughly researched to ensure alignment with Capital E’s vision, purpose and values, and to maximise the effectiveness of any approaches.
2. Relationships and Networks	
<ul style="list-style-type: none"> • Assist the Head of Business & Development in the development and documentation of relationships with individuals, partners and stakeholders and identification of prospects and potential partners. • Develop PatronBase, other data-management and other relevant reporting tools to provide the best possible information to support the implementation of Experience Wellington and Capital E’s fundraising strategy, as well as reaching and exceeding targets. • Coordinate the development and implementation of initiatives and resources designed to build, retain and deepen relationships with individuals, partners and stakeholders and maximise donations. • Contribute to networks that will enhance Capital E’s skills, expertise and reputation as an effective fundraising organisation and partner. 	<ul style="list-style-type: none"> • Capital E is seen as a charity and /or valued and valuable partner that is worthy of support. • Information in PatronBase and Fundraiser Pro is maximised and used strategically to identify prospects and potential partners at Capital E and across Experience Wellington. • There is evidence of deeper and more effective relationships between Capital E and key individuals, partners and stakeholders and the donor journey is mapped and managed for best possible results. • All initiatives and resources reflect Capital E’s vision and values, brand and positioning and are targeted to the appropriate prospects, partners and stakeholders.

3. Resource Management	
<ul style="list-style-type: none"> Financial and non-financial resources are managed to achieve the best results for the business unit and Experience Wellington as a whole. 	<ul style="list-style-type: none"> Savings are achieved without compromising effectiveness or quality. Revenue targets are met or exceeded. Quality is maintained or improved as evidenced through formal feedback (customers, staff and colleagues). Priorities are regularly assessed against concept and core offerings statement and changes made. Innovation and creativity is encouraged and incorporated into output delivery. Systems and practices are regularly reviewed and updated. Full compliance with policies and procedures is achieved.
4. Health and Safety	
<ul style="list-style-type: none"> You actively contribute to the development of a zero harm culture by maintaining personal knowledge of, and follow Experience Wellington's health and safety policies, plans and procedures. You ensure that your decision making is aligned with Experience Wellington's health and safety policies, procedures and plans. You model good health and safety behaviours at work. You report concerns about aspects of the work place that may be considered a health and safety risk to you, other workers or visitors. 	<ul style="list-style-type: none"> You are able to respond knowledgeably about Experience Wellington's goal of a zero harm culture and the critical procedures designed to promote health and safety and to prevent harm to workers and visitors e.g. what to do during and after an earthquake and evacuation procedures. (measured through the Annual Staff Engagement Survey and Annual Performance Appraisal) Health and safety procedures are followed e.g. hazards are notified; incidents and near-misses are reported. There are no preventable incidents that result in harm or injury to you, other workers or visitors.

PERSON PROFILE

Skills, experience and qualities required for this role:

- Proven success and experience in fundraising.
- Proven success and experience developing and stewarding relationships with individuals, partners and stakeholders.
- Exceptional attention to detail and diligence in information management.
- Experience preparing successful grant applications and managing accountability processes (including acquittals) with grant-giving bodies.
- Strong project management skills
- Proven budgeting and financial management skills
- Demonstrable experience in managing demanding workloads
- A commitment to excellent supporter care and a donor-centric approach
- Experience of developing effective campaigns with proven ROI.
- Experience of using, maintaining and developing a CRM and/or fundraising system.
- Energy, creativity, and resourcefulness.
- Ability to gain and to keep the confidence of stakeholders.
- Strategically focused with a commitment to collaboration.
- Proven competence in financial reporting.
- Experience and understanding of sales and/or marketing tactics.
- Relevant tertiary qualification(s).

Core Competencies – *Effective performance in the following core competencies is set out in the Core Competencies Guide attached.*

- Commitment and accountability.
- Applying professional expertise/Creativity & Innovation.
- Customer focus.
- Communicating effectively.
- Working together/ Teamwork.

SALARY

Manger Band 3 (pro-rata): \$57,800 - \$71,400

CORE COMPETENCIES GUIDE

Commitment/ Accountability

Effective performance includes:

- Takes responsibility for own performance and development. (Prepares, participates, sets high standards, follows through, and is receptive to feedback).
- Takes responsibility for accurate budgeting and to operate within approved budget and delegated authority.
- Approaches change positively.
- Effectively handles conflicting and changing priorities. Is organized and manages time well.
- Displays professionalism, integrity, honesty and commitment to Experience Wellington's vision and goals.

Applying Expertise/ Professional Expertise

Effective performance includes:

- Maintains currency and applies knowledge/skills/best practice/new technology/cultural and arts sector trends for the benefit of the position and Experience Wellington.
- Shares expertise with colleagues.
- Seeks appropriate professional development to enhance knowledge, skills or experience.
- Uses expertise to add value, to improve team or Trust performance and learns from mistakes.

Customer Focus

Effective performance includes:

- Demonstrates commitment to internal (colleagues) and external customers (visitors and stakeholder) by actively listening and clearly identifying their needs.
- Responds promptly to their needs, goes the extra mile, keeps them informed of progress and follows up.
- Maintains helpful, courteous working relationships, even when the situation makes this difficult.
- Seeks feedback from customers and acts on it (e.g. follow up/refer on, identify and action service improvements).
- Looks for ways of making systems and processes more customer friendly.

Communicating Effectively

Effective performance includes:

- Conveys information clearly and concisely in a style and/or method of delivery which best meets the needs of the people receiving the message.
- Uses language and behaves in a way that recognizes cultural uniqueness.
- Creates open channels of communication, keeping people informed about events and decisions that affect them.
- Listens actively and attentively (e.g. asks appropriate questions to obtain, understand and confirm information, checks understanding of what others are saying, and observes to perceive underlying issues and concerns).
- Establishes and builds rapport with people at all levels both inside and outside Experience Wellington Institutions to achieve benefits for Experience Wellington.

Working Together/ Teamwork

Effective performance includes:

- Develops cooperative and supportive relationships with colleagues.
- Values, respects and consults team members and acknowledges their contribution.
- Builds enthusiasm throughout projects and encourages others to do the same.
- Participates in problem solving, discussions and communication to resolve differences and conflict.
- Maintains productive networks.
- Is accessible and approachable for colleagues.