



## POSITION DESCRIPTION

**Role Title:** Corporate & Community Events Fundraiser

**Location:** Flexible working with at least 1 day per week in Auckland CBD Office

**Reporting to:** Executive Officer

**Salary:** \$75 - \$80k p/a depending on experience

**Contract Type:** Permanent, Full-time (40 hours)

### About Gut Cancer Foundation:

Through leading research and innovation, raising awareness and providing education, Gut Cancer Foundation have made it our mission to improve and save the lives of all New Zealanders affected by gut cancers.

Every year, over 6000 New Zealanders are diagnosed with a cancer of the digestive system. That's 17 Kiwis every day. Chances are, most of us will know someone affected by a gut cancer in some way. And, with some of the lowest survival rates of any cancers in New Zealand, it has never been more important for us to understand and tackle this significant challenge faced by so many of our loved ones.

All of our work is underpinned with a commitment to achieving equitable access and outcomes for all New Zealanders. We are committed to improving outcomes for Māori, Pasifika and minorities affected by gut cancer, to ensure our mission is one that delivers for all New Zealanders. Gut Cancer Foundation's strategic priorities are:

- Developing comprehensive resources for patients and Whānau will help address a lack of information for these most prevalent cancers, particularly those of the upper digestive system.
- Funding innovative research to help find better ways to detect, diagnose and treat these cancers to improve outcomes, particularly the unacceptable survival rates.
- Be the voice for all cancers of the digestive system, raising up the issues that have for too long been silent and forgotten, will help address the drastic lack of funding and awareness currently.
- Achieving equitable outcomes for all New Zealanders and a particular focus on improving outcomes for Māori and other minority groups will help address the disproportionate impact and inequitable outcomes currently experienced.



## **Job Summary:**

This role is an exciting opportunity to join a friendly, dynamic, and quickly growing team that prides itself on creating a supportive and flexible work environment. Reporting to the Executive Officer, this role will play an integral role in the rapid expansion of this national charitable organisation.

The perfect candidate will be responsible for implementing and developing activity to support the fundraising strategy through community and events fundraising and development of GCF's corporate partnership strategy. You will inherit an established portfolio of community and third-party fundraising events, including the yearly GIVE IT UP for Gut Cancer campaign, as well as a loyal group of corporate partners.

A highly skilled communicator and relationship builder, you will ensure excellent stewardship of existing third-party and community fundraisers, as well as acquiring and engaging new supporters from within the community. You will create and implement plans to retain existing partners and develop new corporate partnerships using engagement opportunities within the community and events strategy. Working proactively to generate new business leads to secure valuable partnerships for our charity, you will develop new innovative, mutually beneficial, relationships and agreements.

As a small organisation, with a tight knit and supportive team, the successful candidate will work closely with all other team members including the Executive Officer, Marketing & Communications Manager and Supporter Care & Office Administrator. The role offers an exciting opportunity for the right candidate to build and mould the position in their image, contributing to play a key role in delivering GCF's strategic and operational objectives.

## **KEY JOB RESPONSIBILITIES**

- Work with the EO to develop and implement the community and events, and corporate fundraising strategy.
- Meet agreed income and productivity targets through successful development, implementation, and management of corporate and community and events fundraising activities.
- Maximise income and retention of fundraisers in the annual Give It Up for Gut Cancer Campaign.
- Grow existing business partnerships for GCF and develop innovative new agreements benefiting all parties.
- Implement the third-party event fundraising strategy within agreed budgets, meeting KPIs and income targets.
- Manage the annual corporate and community events budget within agreed parameters.
- Deliver tailored recruitment and stewardship plans to proactively engage all audiences within the community, including but not limited to:
  - Individual third-party fundraisers and fundraising groups
  - Corporate staff
  - Clinicians and researchers
- Manage existing community events partnerships including the PC Events relationship.



- Work with the Marketing & Communications manager to utilise all fundraising techniques and new technologies to engage audiences such as digital marketing, PR, telephone, presentations, and talks.
- Ensure the meticulous recording of all data relating to community fundraising on our CRM system and filing systems.
- To produce management reports for the EO and GCF board.
- To work within legal and charity guidelines.
- To undertake any other duties, which may be reasonably required.
- To work outside of office hours and travel when required. Time in lieu is available for out-of-hours work.
- Adhere to GCF policies and procedures and ensure fundraising events are aligned with GCF's health promotion goals.

### **PERSON SPECIFICATION**

- 3+ years' experience delivering community and events and/or corporate fundraising programmes.
- Proven experience of developing successful fundraising propositions and of stewarding prospects.
- Proven experience of successfully communicating the case for support; in person, in writing and through presentations
- Demonstrable evidence of income growth through insight driven innovation.
- Demonstrable evidence of achieving income targets in community and events fundraising streams
- Built strong and effective relationships with donors, peers, stakeholders, suppliers at all levels, building genuine relationships to longevity of engagement with the cause.
- Developed and improved systems and processes including, but not limited to, CRM databases.
- Managed the development of inspiring and effective fundraising communications and campaigns.
- Ability to manage, priorities and plan resources against a portfolio of projects.
- Excellent project/ event management skills.
- Strong team player with the ability to work independently.
- Ability to apply financial acumen to assess, prioritise and manage work.
- Up to date knowledge of charity and fundraising regulation.
- Knowledge of CRM databases.
- Knowledge of peer-to-peer platforms.
- Competent in use of Microsoft 365 & Office Suite.
- Ability to be flexible and travel on occasion.