

## Position Description

**Role:** Events and Fundraising Assistant

**Department:** Fundraising, Marketing and Communications (FMC)

**Date:** February 2023

*This position description is designed to give an indication of the type of work and performance expected of the position holder. It does not provide an exhaustive list of duties or performance standards, and the position holder agrees to undertake any other tasks that are consistent with the position and with the provisions of quality service to Mary Potter Hospice patients and their families and whānau. In order to meet the changing needs of Mary Potter Hospice, this position description may require change from time to time.*

### Overview of the role

This role will work closely with:

- The Senior Fundraiser Donor Database and Direct Marketing to carry out the administrative functions associated with acknowledging donations to the Hospice. It will also support donations administration and donor care activities.
- The Senior Fundraiser Corporate, Community and Events to undertake events planning and implementation to ensure that fundraising events and activities are managed in a way that enhances the reputation of the Hospice. Events should be efficient and cost-effective.
- The Fundraiser - Digital and Marketing to achieve excellent community and corporate support for the Hospice.

The Events and Fundraising Assistant role will contribute to donor and supporter relationships to grow the size and scope of the Hospice's supporter base among corporate and community groups.

### Scope

**Reports to:** Director Fundraising, Marketing and Communications

**Location:** Newtown and across the Mary Potter Hospice Region – Wellington, Porirua and Kāpiti.

### Key Competencies

- Demonstrated history of acting with customers in mind
- Proven ability to work both collaboratively and be self-managing as needed
- Demonstrated empathic and compassionate approach

- Strong focus on planning and organisation, taking care of details
- Physical ability to move events equipment and boxes etc.
- Demonstrated ability to write clearly and succinctly, with the ability to flex their style as required
- Demonstrated commitment to the understanding of the hospice philosophy and have an understanding of the Treaty of Waitangi and openness to wider cultural diversity.

## Key Tasks

### **General Donations Administration Support**

In conjunction with the Senior Fundraiser Donor Database and Direct Marketing, carry out administration duties including:

- Accurate processing of monetary and in kind donations received including completion of data entry, banking, accounts, reconciliations and personalised receipting acknowledging donations received, using the Hospice's supporter database (SalesForce)
- Updating and maintenance of supporter information on SalesForce
- Carrying out delegated duties in the absence of the Senior Fundraiser Donor Database and Direct Marketing, as requested by the Director Fundraising, Marketing and Communications.

### **Event Support**

In conjunction with the Senior Fundraiser – Corporate, Community and Events, assist with the coordination of fundraising initiatives and programmes, including:

- Christmas Raffle
- The gift wrapping tables
- The collection box project
- The Annual Street Appeal
- The Annual Meeting
- Strawberry Festivals
- Other Hospice community and corporate events

Provide support for events and functions including:

- Seeking volunteer support
- Rostering
- Physically setting up and moving equipment and displays
- Keep event progress reports, run sheets and SalesForce up-to-date
- Ensure communications are maintained with internal/external partners
- Provide post-event follow up
- Seeking items for raffles and auctions
- Help with preparation of promotional and communications materials
- Encourage community fundraising for Mary Potter Hospice and ensure organisations are supported and thanked appropriately
- Arrange appropriate attendance at functions.

## **Relationship Management**

Build relationships with existing supporters and suppliers

- Identify and nurture new supporter relationships in conjunction with Director Fundraising, Marketing and Communications and other team members.

## **Hospice communications and promotions**

Working with the Fundraiser Digital and Marketing, assist with enhancing the Hospice's brand and reputation utilising social media and other online channels in line with the Hospice's brand, strategy and policies.

## **Networking and Professional Development**

- Maintain ongoing professional development through:
  - up-to-date knowledge of current industry practices and trends
  - networking with colleagues in the profession
  - attending appropriate workshops, seminars and other functions
- Liaise with all staff and volunteers, as required particularly those who act as agents of the fundraising process, and in particular with the Fundraising Marketing and Communications Team, Hospice community teams and the Manager, Volunteer Strategy and Services
- Build and maintain relationships with staff, volunteers, supporters and donors across Mary Potter Hospice in relation to Fundraising, Marketing and Communications.

## **Other**

- Work in consultation with other team members to develop and support specific campaigns and new initiatives

**Health and Safety** *(All roles have a H&S component, some more detailed than others. The tasks here include the minimum expected of all roles.)*

- Practise within Mary Potter Hospice health and safety policies and procedures outlined in the Health and Safety Policy Manual
- Report all identified hazards, incidents (including near-misses) and accidents and carry out investigations with staff as required
- Identify, minimise and report risks
- Participate in mandatory health and safety training as required

## **Outputs/Expected results/Key performance indicators**

- Donors to Mary Potter Hospice are acknowledged and recognised for their contributions in a timely manner
- Donations are accurately processed
- Fundraising initiatives are adequately and efficiently supported
- Events are fun, profitable, community-focussed and well attended
- Mary Potter Hospice staff are familiar with and supportive of the work of the FMC team
- Mary Potter Hospice brand requirements are maintained

Outcomes

- Community support for Mary Potter Hospice is increased
- Mary Potter Hospice is a safe and healthy place to work.

Person Specification

- Experienced and competent user of a supporter database or similar CRM system
- Strong MS Office skills, high level of numeracy
- Full current driver’s licence

Signed: ..... Date: .....  
(Position Holder)

Signed: ..... Date: .....  
(Director)

## **Position Description Appendix**

The values of the Venerable Mary Potter and the vision of Dame Cecily Saunders are deeply held by Mary Potter Hospice staff and volunteers and underpin all the work we do.



### **Our values**

- Mana/Respect
- Aroha/Compassion
- Rangatiratanga/Dignity
- Manaakitanga/Hospitality
- Kaitiakitanga/Stewardship

### **Our vision**

That people in our communities who need palliative care have access to compassionate and quality care, when and where they need it.

### **Our approach**

Taking a whole person approach, we will provide and promote high quality specialist palliative care, grief support, education and care planning services. Working alongside our health partners, we aim to make a difference in the communities we serve.

### **Mary Potter Hospice and Volunteers**

We value our volunteers highly and consider them to be an integral part of our workforce. Many of our roles supervise volunteers and all roles interact with volunteers to a greater or lesser degree.