

This job description describes the tasks that will be required of the job holder but does not form a part of the job holder's Employment Agreement. This Job Description is likely to change from time to time, to ensure that the role continues to best serve CAP's Mission. Therefore, flexibility on the part of the job holder is required.

### Location of the Role

CAP Head office, Penrose, Auckland

### Purpose of the Role

The main priorities of the Fundraising, Marketing and Communications Department (FMC) are to:

- Increase awareness of, and goodwill towards, CAP as a key organisation in tackling poverty and its causes
- Enhance donor engagement and commitment, making supporters feel part of a movement
- Optimise the donor journey and develop initiatives which generate income
- Build strategic relationships/partnerships with purpose, in order to grow CAP's income.

The Fundraising Team sits within the FMC Team, and plays a vital role in the growth of CAP, driving the majority of CAP's overall funding and carrying the vision that inspires people to give.

The purpose of the Fundraising Campaigns Lead role is to develop and implement strategies and initiatives to increase supporter acquisition, cultivation and retention, in order to increase essential one-off and regular funding. This is done by engaging with supporters through various touchpoints on their donor journey, and ensuring we are connecting with supporters in the best way possible.

### Key Relationships

Department: Fundraising, Marketing and Communications (FMC)

Reports to: Fundraising Manager

Direct Reports: None

Key Internal Relationships: Marketing & Communications Team – working together to create and refine communications with supporters and deliver on projects

Fundraising Team – collaborate with and support the Key Supporter, Fundraising Events and Supporter Engagement teams to deliver a first-class supporter experience

Finance Team – liaise with the Finance team to ensure accuracy of supporter payments and payment information

Key External Relationships: Supporters (Life Changers, One-Off givers, Key Supporters, and potential supporters) - developing and maintaining these relationships to ensure new donors are attracted and retained

## Role Accountabilities and Responsibilities

### Key Accountabilities:

- **Develop the CAP Supporter Journey & Experience plan**, in collaboration with the Fundraising Manager, to maximise the acquisition, cultivation and retention of supporters, and to enhance the supporter experience at key touchpoints on the donor journey.
- **Lead the creation and execution of new fundraising campaigns** – build awareness of CAP and our kaupapa with potential supporters, create interest in and a desire to be a part of our mahi, and providing opportunities for new and existing supporters to take action.
- **Increase Life Changer Income** – manage, report on, and conceptualise new ways of upgrading current Life Changers and encourage them to increase their giving, to grow CAP’s regular income and hit LC increase targets.
- **Life Changer and new supporter Wooing Campaigns** – conceptualise and implement effective strategies to “woo” interested people to become donors, and current one-off donors to start giving regularly, to grow CAP’s regular income.
- **Reduce Life Changer attrition** – reduce attrition rates, by contacting stopped givers and asking them to restart their giving, to hit LC restart targets, and strategising new initiatives to reduce Life Changer stops.
- **Life Changer calling** - organise and lead the Fundraising Team in all related weekly Life Changer calling, to follow-up supporters in a professional manner, and respond to queries from current givers within set timeframes, while adhering to CAP’s tone guide. Also lead out on annual Life Changer Thank you calling with Head Office Staff.
- **Mid-donor development** – in collaboration with the Key Supporter team, implement effective strategy with CAP’s mid-donors, with the goal to increase giving, engagement and connection to CAP and build the potential Key Supporter list.
- **Legacy giving** – strategise and implement ways to engage with new and existing legacy givers, to create a new stream of income for CAP

### Other Responsibilities:

- **Data Analysis and reporting** – develop and implement the reporting and forecasting mechanisms for all regular and one-off income streams across Fundraising, Marketing and Communications, and update key internal stakeholders required to grow CAP’s understanding of income and our supporter database. Ensure accuracy of supporter information, using various tools such as Salesforce, Excel and other software to enter, modify and extract data.
- **Post Event Processing** – assist with the post event process of all Fundraising activities relating to finances, ensuring details are added to the database accurately and income is followed up and in our account in an appropriate timeframe.
- **Support Fundraising Team** – with additional operational projects, events across the year, additional calling support, and administrative tasks as they arise.

## Participate in organisation-wide activities.

Pertaining to Organisational Identity & Culture:

- Participate in daily and weekly prayer meetings with colleagues for the work of CAP and its clients.
- Attend, and sometimes present at, conferences and away days to learn and grow in the work together with colleagues.
- Participate in Te Ao Māori learning and development opportunities, including within CAP.

Pertaining to Donor Relations:

- Regularly invite personal contacts to contribute to CAP's 'Life Changer' regular giving program and participate in office activities to this end, including an annual thankyou calling evening.
- Help out with 3-4 CAP Church Talks per year around Aotearoa, either by supporting or doing the talk.

## Requirements of the Role

### Personal attributes & values

- A strong personal alignment with the foundational Christian philosophy, organisational identity, culture, and values of CAP.
- Ability to work well and professionally.
- Ability to work comfortably and well in a workplace where a variety of expressions of Christian faith are represented, including those that tend to be 'charismatic'.
- Ability to work comfortably and well in an NFP organisation that seeks to honour Te Tiriti o Waitangi in the way work is done.
- Ability to work comfortably and well in an environment which demonstrates the Christian gospel with stakeholders, shares about Jesus Christ as appropriate, and prays.
- Ability to work under time pressure, and a willingness to – when the work requires it - flexibly to work evenings, and weekends.

### Role-specific attributes and attitudes

- **Innovation** – coming up with new, creative and innovative ways to connect with and inspire supporters to take action. Have a willingness to take calculated risks and try new things.
- **Organisational skills** – the ability to translate strategy into specific, measurable objectives and action points, and coordinate people and resources to make this happen.
- **Collaborative approach** – encouraging team spirit and collaboration with others to achieve collective goals. Bring others on a journey to see the big picture and to align on objectives.
- **Results focused** – a proactive attitude and a desire to take responsibility for performance, with a proven track record of achievement.

**Job description prepared by:** Justin Kitshoff, Fundraising Manager      **Last Updated:** December 2022

## Statement of Acceptance

The Employee will perform the duties set out in this Job Description. These duties may be modified and updated by the Employer from time to time following consultation with the Employee. The Employee also agrees to perform all other reasonable duties and comply with reasonable instructions issued by the Employer.

*I confirm that I have read and understand this Job Description, and agree to abide by the duties, tasks and accountabilities within it.*

Signature:

Date:

Name: