

# Key Relationship Lead (1.0 FTE)

## JOB DESCRIPTION

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 Department, 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 Key Relationship Lead strategically pursues and maintains new lasting relationships with individuals and organisations capable of investing significant amounts into the work of CAP, helping to ensure income continues to increase year-on-year.

### Key Relationships

Department: Fundraising, Marketing and Communications (FMC)

Reports to: Fundraising Manager

Direct Reports: None

Key Internal Relationships: Key Supporter Coordinator – work together on the day-to-day operations of key supporters, process and administration

Key Supporter Case-Load Managers – work together to achieve relationship and funding targets

Marketing & Communications Team – work together to create and refine proposals and communication with key supporters

Finance Team – work together to monitor key supporter income, and build project asks based on operational budgets

**Key External Relationships:** Existing key supporters – develop and maintain these relationships to ensure donors are retained, and giving increases year-on-year

Potential new key supporters – pursue and develop relationships with individuals and organisations capable of becoming key supporters of CAP

## Role Accountabilities and Responsibilities

### Key Accountabilities:

- **Key Supporter strategy** – develop and implement effective strategies to increase the amount of income received from existing and potential new key supporters, through key supporter case load management, project asks and events
- **Key Supporter Case Load** - personally manage a case load of existing and new key supporter relationships, to grow supporter engagement and meet income targets
- **Key Supporter project asks** - develop project asks with the finance team and department heads, based on operational budgets, to solicit funds from existing and new key supporters
- **Key Supporter Sponsorship project development** – investigate and implement Key Supporter Sponsorships becoming a new stream of regular income for CAP, through local businesses and corporates

### Other Responsibilities:

- **Key Supporter income reporting** – work with the Key Supporter Coordinator to create and maintain an effective reporting system to track key supporter income
- **Leading new projects** – lead-out on new projects as they come up, relating to key supporters, to generate new streams of funding and grow our current streams of funding
- **Database Management** – learn the internal supporter database, and report on data as required
- **Support Fundraising Team** – with additional operational projects, events across the year, 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.

## Authorities

- Managing, and working cost effectively within, the Fundraising Team budget as it relates to key supporters

## 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

### Skills & abilities

- Strategic thinker with an ability to generate new ideas and see them through
- Excellent interpersonal and relationship-building skills
- Able to prioritise workload efficiently and manage time effectively
- Highly organised with an eye for detail
- Skilled communicator, both verbally and in writing, including on the phone
- Demonstrable ability to approach individuals and organisations to ask for financial support

### Experience

- Experience directly approaching individuals and organisations for financial support
- Corporate Sponsorship or Relationship Management experience would be advantageous

### Qualifications

- At least NCEA level 3 or School Certificate maths and English that indicates a good level of literacy and numeracy
- Computer literate - confident user of Microsoft Office and Internet

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