

Fundraising Manager (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 Support Office, Auckland

Purpose of the Role

The Fundraising Manager leads CAP's Fundraising Team to grow sustainable income and deepen supporter engagement. The role is responsible for increasing one-off and regular giving, improving donor acquisition and retention, and ensuring fundraising activity supports CAP's long-term financial sustainability, enabling CAP to increase the impact for CAP clients.

Key Relationships

Department:	Fundraising and Communications (F&C)
Reports to:	Fundraising and Communications Director
Direct Reports:	Fundraising Events Manager Key Relationship Manager Church Fundraising Lead Supporter Development Lead Supporter Engagement Coordinator Fundraising and Events Coordinator
Key Internal Relationships:	Communications Team Communications Agency Team Finance Team Church Partnerships Team Wider Support Office Staff
Key External Relationships:	Supporters Church Partners

Summary of Role Accountabilities

- 1) Fundraising Strategy and Planning
- 2) Income Growth and Supporter Growth
- 3) Team leadership and development
- 4) Performance analysis and reporting
- 5) Participate in organisation-wide activities

Role Accountabilities on a day-to-day level

1. **Fundraising Strategy and Planning**

- Contribute to CAP's long-term fundraising strategy, and lead the development and execution of the annual fundraising plan. This includes initiatives to increase CAP's acquisition, development and retention of one-off and regular supporters.
- Ensure fundraising activity is aligned with organisational priorities and integrated across campaigns, appeals, events, church fundraising, key supporters, mid-level donors and gifts in wills.
- Lead planning for supporter growth, donor experience, and revenue diversification to reduce reliance on any one income stream.
- Oversee fundraising budgets, forecasts, and resource allocation to ensure activity is achievable and sustainable.
- Work closely with Communications, Communications Agency, Church Partnerships, and other relevant teams to deliver integrated fundraising activity.

Performance Indicators or Measurable Outputs could include:

- Annual fundraising plan is clear, current, and regularly reviewed.
- Channel and campaign plans are in place and aligned to income and acquisition targets.
- Budgets and forecasts are accurate and effectively managed.

2. **Income Growth and Supporter Growth**

- Lead delivery of fundraising activity to achieve agreed income, acquisition, retention, and return-on-investment targets.
- Monitor fundraising performance across regular giving, one-off giving, events, campaigns, key supporters, and gifts in wills, adjusting activity where needed.
- Maintain a healthy and diversified mix of income streams.
- Personally manage selected high-value supporter relationships where appropriate.
- Ensure regular reporting against targets, budgets, and forecasts.

Performance Indicators or Measurable Outputs could include:

- Income, acquisition, retention, and value-growth targets are met.
- Supporter relationships remain strong and well managed.
- Fundraising investment delivers acceptable returns.

3. **Team leadership and development**

- Lead, coach, and develop direct reports to deliver strong performance and continuous improvement.
- Build a team culture of accountability, collaboration, innovation, and care.
- Set clear goals, monitor progress, and provide regular feedback and development conversations.
- Manage recruitment, performance, conduct, leave, and workforce planning in partnership with People and Culture.
- Support team wellbeing and ensure health, safety, and environmental responsibilities are met, including demonstrating sound judgement and professional boundaries in client situations.

- Equip the team with the tools, training, and support needed to succeed.

Performance Indicators or Measurable Outputs could include:

- Team members understand priorities, goals, and expectations
- Team capability and capacity are actively planned and developed
- Staff feedback and team engagement indicate a healthy, high-performing culture

4. Performance analysis and reporting

- Lead reporting and forecasting across fundraising income streams.
- Track performance, identify trends and risks, and recommend action where needed
- Provide timely, accurate updates to leadership, finance, and the board as required

Performance Indicators or Measurable Outputs could include:

- Reporting is accurate, timely, and fit for purpose
- Risks and performance gaps are identified early and acted on

5. Contribution to CAP-wide culture and initiatives

Pertaining to Organisational Identity & Culture:

- Participate in daily and weekly karakia
- Engage in CAP's Haerenga and outwork CAP's Haerenga Competencies

Pertaining to Donor Relations:

- Regularly invite personal contacts to contribute to CAP's 'Life Changer' regular giving program
- Provide leadership and participation in fundraising activities, including annual thankyou calling evening
- Attend all Fundraising Dinners as required (including weekends)
- Speak at CAP Church talks around Aotearoa as required

Performance Indicators or Measurable Outputs could include:

- Consistently participates in all of the above listed activities

Authorities

- Manage the approved fundraising budget within delegated limits
- Approve leave for direct reports within policy and entitlement
- Allocate work across the team
- Manage people leadership responsibilities for direct reports in line with CAP policies and delegated authority

Requirements of the Role

Personal attributes & values:

- Strong alignment with CAP's Christian values, identity and organisational culture
- Ability to work effectively with a wide range of Christian faith expressions
- Ability to lead comfortably within an organisation that seeks to honour Te Tiriti o Waitangi in the way we work, and engage respectfully across cultures and backgrounds.

- Ability to work comfortably and well in an environment which demonstrates the Christian gospel with stakeholders, shares about Jesus as appropriate, and prays
- Compassion, maturity, and sound judgment when working with vulnerable people and complex situations
- Ability to lead through change with resilience and professionalism
- Willingness to work flexibly, including occasional evenings, weekends, and travel
- Full driver's licence

Skills, knowledge & experience

- 3+ years proven experience in a comparable fundraising leadership role
- Proven success developing and delivering fundraising strategies that grow income and supporter engagement
- Strong knowledge of fundraising principles and best practice, including donor acquisition, retention and engagement
- Strong leadership capabilities with experience leading teams and driving performance
- Strong strategic thinking, decision-making and prioritisation skills
- Experience with budgeting, forecasting, and reporting
- Strong relationship-building and stakeholder management skills
- Excellent written and verbal communication skills
- Ability to improve systems, processes, and team effectiveness
- Confidence using technology and data to support decision-making and innovation

Qualifications

- Relevant qualification in fundraising, marketing, communications, or a related field is desirable

Job description prepared by: Justin Kitshoff, Fundraising & Comms Director **Last Updated:** May 2026

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: