



**Fundraising Manager  
National Support Centre**

Position Results Description  
May 2022

***This role reports to the:***

National Director of Scripture Union NZ.

***The role has key relationships with:***

- SUNZ Finance Team
- SUNZ Marketing Team
- SUNZ Office Managers
- SUNZ Ministry Staff
- National Support Centre Administration staff

***The purpose of the role is:***

This role is a full-time role. Its overall purpose is to secure financial resources that will enable SUNZ to maintain and expand its range of ministries

***Key Tasks:***

**Fundraising**

- Reviewing and maintaining an effective fundraising strategy
- Responsibility for implementing that fundraising strategy
- Maintaining records of fundraising activity to evaluate effectiveness
- Relationship and communication with trusts and major donors
- Collaboration with the marketing team on donor acquisition and conversion to donors
- Assist with lifting the Scripture Union profile- particularly amongst the Christian community

**Person Specification**

- Demonstrate a commitment to the vision and mission of Scripture Union in NZ (SUNZ)
- Ability to effectively manage cross organisational and stakeholder relationships
- Good knowledge of relevant best practice processes and a commitment to continuous improvement including relevant qualifications
- Excellent written and oral communication
- Demonstrated analysis and problem-solving skills
- Competent in developing and implementing a strategic plan with effective evaluation of results
- Advance computer literacy
- Leadership skills expressed in a servant model
- Proven team skills and ability
- Very good time management and systems thinking experience
- Commitment to living out a vital Christian faith including regular Bible reading and prayer

Key Responsibility Areas	Key Tasks	Results
Fundraising Strategy	Review, develop, and communicate the SUNZ fundraising strategy as needed to meet identified income targets	<ul style="list-style-type: none"> <li>Review and implementation of strategy</li> <li>Evaluation of results and adjustment as needed</li> <li>Communication of strategy and goals to all staff</li> <li>Alignment of messaging and image with SUNZ Corporate Standards</li> <li>Attendance at the Finance Committee and presentation of fundraising report. Minute taking.</li> </ul>
	Secure financial resources that will enable SUNZ to maintain and expand its range of ministries	<ul style="list-style-type: none"> <li>Develop and manage all aspects of a fully integrated range of fundraising activities which optimise the return on investment, deploying tactics from across the entire marketing mix</li> <li>Put together the fundraising income and expenditure budgets to aid the finance team with planning and budget setting, in order to measure the effectiveness and progress of the fundraising strategy.</li> <li>Events and/or campaigns that engage supporters of all ages and promote the SU brand</li> <li>Expanding the current focus of financial support for staff and growing unrestricted income, where appropriate, to allow greater flexibility in the funding of SUNZ ministries.</li> <li>Managing and completing trust applications and associated reporting</li> <li>Developing a fledgling major donor programme</li> <li>Managing and marketing of legacies</li> <li>Supporting and enabling volunteer groups where they exist, in fundraising activities</li> </ul>
	Manage the execution of regular appeals.	<ul style="list-style-type: none"> <li>Themed appeals to achieve targets</li> <li><i>Adventure</i> magazine appeals to achieve targets</li> <li>Production of associated collateral</li> <li>Analysis of appeal data to improve results</li> </ul>
	Oversee and organise the AGM annual event	<ul style="list-style-type: none"> <li>Production of Annual Accounts</li> <li>Profile of SUNZ raised</li> <li>Involvement of a wide range of staff and volunteers</li> </ul>
Donor Acquisition	Take initiatives to acquire donors and expand the support base	<ul style="list-style-type: none"> <li>Maintain knowledge of how donors become engaged with Scripture Union and how this may change in the future</li> <li>Mining of database to optimise effectiveness of fundraising strategy</li> <li>Reactivate lapsed donors through direct marketing and personal approach</li> <li>Be informed about future demographic change and other relevant macro/micro economic issues</li> </ul>
	Pursue sponsorship opportunities	<ul style="list-style-type: none"> <li>Using the sponsorship model to leverage new income opportunities</li> </ul>
Donor Retention	Establish good relationships with regular donors	<ul style="list-style-type: none"> <li>Communication processes both written and verbal established</li> <li>Records of personal contact provide rich organisational information</li> </ul>
Use of digital and Social Media tools	Research and implement initiatives using digital platforms	<ul style="list-style-type: none"> <li>Website giving producing income and contact information</li> <li>Collaboration with Marketing team to ensure a cohesive message is communicated</li> </ul>
Staff 'Team Support'	Provide support for staff undertaking individual fundraising initiatives	<ul style="list-style-type: none"> <li>Regular coaching of staff in team support maintenance and development</li> <li>Data reporting to staff to enable better relationship building</li> <li>Production of collateral to assist staff</li> </ul>
Other		<ul style="list-style-type: none"> <li>Oversight and maintenance of CRM system and associated databases</li> <li>Attendance at 'all staff' events as requested</li> <li>Other duties as required</li> </ul>