



Position Description

Job title:	Major Gifts Fundraiser	Date profile updated:	February 2010
Department:	Fundraising & Marketing	Location:	Level 1, 60 Grafton Road, Auckland
Name of employer:	Heart Children New Zealand	Hours	30-40hrs per week
Reports to:	Fundraising & Marketing Manager		

Key purpose of job:

To generate income for Heart Children NZ by developing support from charitable trusts and foundations, bequests and individual key gifts, as well as contributing to the overall fundraising target and wider objectives.

Key accountabilities:

Accountabilities also include a responsibility on behalf of the jobholder to undertake any other duties that are relevant to the job as requested by the line manager.

Trusts & Foundations:

1. Ensure the delivery of income targets by identifying and applying to relevant funding bodies in a timely and appropriate way, with appropriate and well-researched funding applications. These applications will include some new business development.
2. Develop proactive and effective relationships with trusts and foundations, ensuring all the funders' needs are met. Utilise the various engagement opportunities within Heart Children NZ as occasions to build relationships with key contacts within trusts and grant giving bodies, representing the organisation as required.
3. Ensure funders receive timely acknowledgements of their donations and regular reporting in accordance with their requirements.
4. Research new and existing trust sources, including networking, to identify the most suitable prospects and ensure the most relevant approach is made.

Key Gift Fundraising:

5. Maximising donations from new and existing major supporters by developing effective relationships with them.
6. Identify new prospects to target through effective use of the Heart Children NZ database, recommendations from existing supporters and identification of appropriate targets from external sources.
7. With the support of the Fundraising & Marketing Manager, develop effective, relevant and



creative proposals, tailored to the needs of individual supporters and prospects.

8. Using a variety of research programmes and databases (including Raiser's Edge) to produce donor solicitation strategies.

Bequests:

9. In conjunction with Fundraising & Marketing Manager, plan, instigate and run a bequest programme to plan for long-term income security.
10. Identify new prospects to target through effective use of the Heart Children NZ database, recommendations from existing supporters and identification of appropriate targets from external sources.

General:

11. Achieve personal income targets as agreed with your line manager. Monitor and review income, reporting regularly to your line manager on progress. Notify any problems in good time.
12. Working from the Heart Children NZ annual plan and in conjunction with other colleagues, identify and develop suitable project applications for funders.
13. Ensure compliance with Heart Children NZ's policies and procedures on restricted income monitoring, and the opportunistic funding process.
14. Work effectively with other colleagues on projects that will benefit Heart Children NZ. This will include partnership work with the Events and Corporate Fundraising Manager on new projects.
15. Ensure accurate record keeping in accordance with the organisation's data policy (using Raiser's Edge) and update records to ensure quality and accuracy of data.
16. Contribute to the annual Major Gift planning process.



Person specification requirements for Major Gifts Fundraiser	
Knowledge:	<ul style="list-style-type: none"> ▪ An understanding of the principals of fundraising, ▪ An understanding of the need for confidentiality in the role. ▪ A commitment to the mission, aims and objectives of Heart Children NZ.
Skills:	<ul style="list-style-type: none"> ▪ Excellent communication skills, both written and verbal, with a high standard of presentation in both. In particular, excellent written skills and the ability to develop creative, accurate and interesting copy. ▪ Ability to present complex information clearly and concisely. ▪ A proactive self-starter able to work well as part of a team, but also on own projects when given a defined brief, and deliver the required outputs in a timely manner. ▪ Confident relationship management and face-to-face communication, including diplomacy. ▪ Able to manage concurrent projects, prioritising deadlines and activities effectively and always keeping the relevant people informed. ▪ Good research skills and the ability to identify new contacts and prospects using sound research. ▪ Good level of computer literacy (including MS office and use of databases (Raiser's Edge – desirable)). ▪ Excellent organisational skills and exceptional attention to detail.
Experience:	<ul style="list-style-type: none"> ▪ Developing sophisticated and complex documents in a clear, concise and engaging style. ▪ Networking and building relationships with key contacts. ▪ Working to tight deadlines and prioritising work. ▪ Basic financial management. ▪ Research using a variety of tools and sources. ▪ Working in a fundraising/marketing/customer service environment.



Background information on the charity

Heart Children NZ is the only organisation dedicated to providing life long care for all those affected by congenital heart disease in New Zealand. The founding focus of the organisation is based on a peer support network (child to child, adult to adult, family to family) and has now advanced to the national organisation offering high quality educational information, support services and programmes.

Heart Children NZ does not receive government funding and is reliant on its own fundraising efforts, as well as sponsorship and donations, to deliver programmes and services to enable those affected by CHD move forward in their lives.

In 1984 the charity Heart Children Incorporated was formed after two 'heart Mums', Linda Davies and Michelle Mann, discovered there was very little written information for parents of a heart child. Ten years later, a national board was elected and after a new constitution was adopted in 1995 and the organisation was renamed Heart Children New Zealand Inc.

Our Strategic Goals

Our Strategic Plan 2010-13 outlines the main areas which will be the focus of the delivery of five key aspirations.

Awareness

- The Heart Children NZ brand/s will be recognised and linked to our organisation.
- The scale and scope of CHD will be well known by all sectors of NZ society.
- Those affected by CHD will know the role of HCNZ and the services we provide.

Membership

- Membership will be tailored to meet individual needs.
- Membership will grow in scope and size.
- Level of active membership engagement will increase.
- Heart Children NZ through its services, will improve the quality of life for all those affected by CHD.
- Life long support will be available for all those affected by CHD.

Funding

- Sufficient funds will be available to cover fixed costs, core services and special projects.

A Unified Organisation

- The interdependency and strong relationships between National Office and Heart Children NZ branches will ensure organisational goals become a reality, and a high standard of service is delivered nation wide.

Credibility

- To be seen as a credible and valuable voice within the health sector.
- To hold a level of political influence within the health sector.
- Our reputation will encourage corporates to partner with us, and individuals to support our goals.
- Our support services will be consistently delivered and be of the highest standard.



The Fundraising & Marketing Team

The team has two overall objectives to achieve in order for the organisation to achieve its aspirations:

- To raise awareness of Heart Children NZ and CHD. To ensure people know that CHD is widespread (12 babies are born with CHD each week in NZ) and that Heart Children NZ is the charity dedicated to providing life long support for all those affected by the world's most common birth defect.
- To generate the resources required to deliver our plans. These resources are both financial and non-financial. We aim to ensure people with CHD, their carers, other individuals motivated by our work, companies, trusts and community groups engage with and support Heart Children NZ through donating, fundraising for us, using their influence and networks or volunteering their time. In fundraising terms, we currently raise approximately \$1.4 million per year in voluntary income.

The Fundraising & Marketing team is made up of:

- Fundraising & Marketing Manager (f/t)
- Events & Corporate Fundraising Manager (f/t)
- Communications Coordinator (p/t)

Closing date for applications (CV & covering letter): 5pm on Wednesday 3rd March 2010

Shortlisted candidates will be notified: Monday 8th March 2010

Email to sarah.bell@heartchildren.org.nz or mail to Heart Children NZ, PO Box 108034, Symonds Street, Auckland 1150.