

ADRA New Zealand

Fundraising Campaigns Officer

Commitment: Full-time

Location: Auckland - New Zealand



About the role

ADRA New Zealand is seeking an experienced and motivated Fundraising Campaigns Officer to join our Supporter Engagement team.

The successful applicant for this role will contribute to the strategic supporter care and marketing direction and effective delivery of ADRA New Zealand and be responsible for implementing:

- our ongoing rhythm of fundraising campaigns including end of financial year, Annual Appeal, Christmas, and disaster relief
- the regular giving acquisition and retention programme
- as well as growing our fundraising effectiveness and support to fundraising events.

The Fundraising Campaigns Officer is an integral member of the ADRA New Zealand Team led by the Chief Executive Officer, and will have connection and collaboration with team members, and within the Adventist Church network in the course of carrying out their responsibilities and partnering for impact.

A copy of the Position Description for the role is included at the end of this document.

About ADRA New Zealand

The Adventist Development and Relief Agency (ADRA) is the official humanitarian agency of the Seventh-day Adventist Church. As part of the global ADRA network which reaches into over 100 countries, we are motivated by our faith, to enable people and communities in New Zealand, the South Pacific, Asia and Africa to improve their health and livelihoods and assist people to prepare for and recover from disasters around the world.

ADRA New Zealand is fully accredited with the New Zealand Foreign Affairs and Trade and Council for International Development.

Our Values – We conduct our work by being:

Connected – working collaboratively for the best outcome for those living in poverty or distress.

Courageous – persevering through challenging situations.

Compassionate – empathising with the communities we work with and with each other.

Selection Criteria

Essential

1. Commitment to the purpose of ADRA, and to the achievement of our overall strategy and priorities with demonstration of our ADRA values and desired team culture lived out in all aspects of work practise.
2. Willingness to work within a Christian ethos with conduct that is respectful of the beliefs and practices of the Seventh-day Adventist Church when in the workplace or otherwise representing ADRA New Zealand.
3. Related industry qualifications with at least 2 years plus experience that has developed the necessary skills.

Adventist Development and Relief Agency New Zealand

Street Address
Postal Address
Website

124 Pah Road, Royal Oak, Auckland 1023
PO Box 24-111, Royal Oak, Auckland, 1345
www.adra.org.nz

Phone +64 9 625 0888
Toll Free 0800 499 911

4. Effective time and energy management techniques to ensure successful management of work schedules and achievement of priorities.
5. Ability to work as part of a team, with effective collaboration, negotiation and communication skills (verbal and written)
6. Ability to work under pressure, and in high stress situations to successfully perform and support others where needed.
7. Ability to use MS Office (MS Word, Excel, Outlook, Teams, Power Point) and affinity for learning new platforms.
8. Proven and demonstrated organisational and time management skills.

Desirable

1. Ability to engage proactively with churches, community groups
2. Proven ability to contribute to the continuous improvement of processes and procedures that are fit-for-purpose and compliant with overarching protocols in developing and maintaining long lasting relationships.
3. Ability to be agile, flexible, and adaptable to change.

Other Requirements

- At the time of application, the successful applicant will already have the legal right to live and work in New Zealand.
- Commitment to abide by the ADRA New Zealand Code of Conduct and organisational policies and procedures. A copy of relevant policies is available on request.
- ADRA New Zealand takes the prevention of sexual misconduct, harassment and child protection seriously and screens applicants for suitability. The successful applicant will be required to obtain a police check for each country in which the individual has lived for 12 months or longer over the last five years, and for the individual's country of citizenship (including dual citizenship holders). The successful applicant will need to provide their consent to a criminal record check. ADRA New Zealand recognises that in limited instances it may prove impossible to obtain a reliable criminal record check. In such circumstances a statutory declaration outlining efforts made to obtain a foreign police check, and disclosing any charges and spent convictions may be accepted.
- Applicants will be requested to disclose whether or not they have had a substantiated Sexual Exploitation Abuse or Harassment claim of any nature made against them in New Zealand or overseas. This is included in the Job Application Form.

How to Apply

Please review the following Position Description which includes essential criteria, desirable criteria and other relevant information. If you would like to speak to someone about this position, please feel free to contact the ADRA New Zealand Chief Executive Officer on 021 342318 or via email kerynmccutcheon@adra.org.nz

To apply, candidates must address the selection criteria in their application letter providing examples of past experiences and qualifications. Applications will close on the 15th December, however we will be interviewing suitable candidates as they apply. Please forward your letter and resume, along with the names of three work related referees to: info@adra.org.nz

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If you have questions or need further information, please contact:

Mavis Crawley

Phone 0800 499 911

Email info@adra.org.nz

ADRA New Zealand is on a committed journey to work and lead from our Christian faith-based ethos, to grow in our understanding of the privilege to work in bicultural Aotearoa, and at all times be a child-safe, PSEAH dedicated, inclusive and EEO employer.

The appointing body reserves the right to fill this position at its discretion and to close applications early.

See Position Description following.

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Connected
Courageous
Compassionate

Position Title:	Fundraising Campaigns Officer
Department:	Marketing & Supporter Engagement
Reports To:	CEO or Director of Marketing (If in place)
Team Supervision:	None

Full / Part Time:	Full Time
Revised Date:	November 2023
Remuneration	Division Wage Schedule (DWS)

Purpose of Position: A basic statement that describes the intent of the position.

The Fundraising Campaigns Officer is primarily responsible for the execution of ADRA New Zealand's fundraising campaigns, including end-of-financial year, regular giving, the ADRA Appeal, Christmas, Disaster Famine and Relief, as well as other fundraising campaigns as directed by the overarching fundraising strategy, CEO or Director for Marketing. As a vital part of the Marketing and Supporter Engagement team (MSE) they will also support the overall successful implementation of the MSE strategy.

Behavioural Expectations: Our code of Conduct - How we do things in our organisation that underpins our values.

Commitment to uphold and live out; ADRA's values and mission through collaborative teamwork, our faith-based Christian ethos, and ADRA NZ's Code of Conduct and related policies.

Key Competencies: The competencies, qualifications, skills and experience the person needs to do the role successfully.

Qualifications in copy writing, project management and/or visual communication, with 2 years+ experience in fundraising, direct mail and/or project management, preferably, within the non-for-profit industry.

ADRA Competency Framework: Competency towards mastery in the following:

4.1 Writing and Reporting	6.1 Planning and Organizing	6.2 Delivering results and Meeting Stakeholder Expectations	8.1 Achieving Personal Work Goals & Objectives
Writes convincingly; writes clearly, succinctly and correctly; avoids the unnecessary use of jargon or complicated language; writes in a well-structured and logical way; structures information to meet the needs and understanding of the intended audience.	Sets clearly defined objectives; plans activities and projects well in advance and takes account of possible changing circumstances; identifies and organizes resources needed to accomplish tasks; manages time effectively; monitors performance against deadlines and milestones.	Focuses on stakeholder's needs and satisfaction; sets high standards for quality and quantity; monitors and maintains quality and productivity; works in a systematic, methodical and orderly way; consistently achieves project goals.	Accepts and tackles demanding goals with enthusiasm; works hard and puts in longer hours when it is necessary; seeks progression to roles of increased responsibility and influence; identifies own development needs and makes use of developmental or training opportunities.

Desirable Criteria: Additional competencies that will assist in the context and effective delivery of the role.

- Understanding of the Treaty of Waitangi and commitments
- Skills or experience in community service programme planning or delivery

Key Responsibilities: *The things that the person needs to be responsible for to successfully fulfil the obligations of this position.*

Area of Responsibility Groupings or areas of responsibility	Actions / Tasks / Objectives What has to get done in this area	Measures of Success / KPI's How job performance will be measured
CAMPAIGN FUNDRAISING EFFECTIVENESS	<ul style="list-style-type: none"> Develop fundraising campaign concepts and plans , administering and implementing all aspects of each campaign including direct mail, communication, reporting and follow up.agreed in the MSE strategy or in collaboration with management. Manage and implement the regular giving programme including producing resources to recruit and retain current regular givers, in collaboration with the Relationship Manager. Develop concepts and copy for fundraising advertisements, brochures, letters, web pages, feature articles, videos and other related resources. Liaise with designers, press, printers, mailing houses and other required suppliers for quotes, timelines, production, printing and distribution of fundraising materials and appeal collateral. Ensure all fundraising communications are consistent, high quality, relevant and timely. 	<ul style="list-style-type: none"> Campaigns meet or exceed their fundraising targets. Campaign materials are of high quality, delivered to deadlines and distributed to the appropriate audiences, according to the Fundraising Plan. All copy and concepts are consistent with ADRA NZ language/key messages, engaging and relevant to the various segments of supporters for whom they are produced. Consistently demonstrates sound judgment in problem solving and decision making.
CAMPAIGN DEVELOPMENT	<ul style="list-style-type: none"> Prepare, compile, analyse and report to management on fundraising research, as well as campaign and appeal performance. Proactively look for opportunities to review and refine campaign methodology and plans based on feedback and effectiveness. Liaise and network with the ADRA Network, other NGO's and Not For Profit organisations to strengthen innovation and best practise. 	<ul style="list-style-type: none"> Campaign and appeal performance reports are prepared on time. Data is used to inform future activities. Invest in the review and advise development of ADRA NZ strategy for effective fundraising.
FUNDRAISING EVENTS	<ul style="list-style-type: none"> Implement and manage existing events (e.g Active August, 25000Spins) to strengthen participation, fundraising and advocacy of ADRA. Support group fundraising efforts/plans (e.g Concert for Change, Connections) with fundraising information/advice, ADRA information, promotional material and tracking to inspire and equip for fundraising success. 	<ul style="list-style-type: none"> Events are managed effectively to grow fundraising goals. Performance of events is tracked and reported, with data being used to inform future event decisions and management.
MARKETING SUPPORT	<ul style="list-style-type: none"> Contribute to and support other marketing and fundraising tasks as they relate to supporter care, project management, merchandise and resourcing. Supports in maintaining the ADRA NZ website to be an effective and up to date tool for engaging supporters and driving fundraising. 	<ul style="list-style-type: none"> Consistently achieves very positive performance appraisal results. Consistently reflects the mission and values of the Seventh-day Adventist Church and of ADRA New Zealand. MSE team results are produced through collaboration and teamwork

Employee Signature:		Supervisor(s) Signature(s):		Date: / /
Print Employee Name:		Print Supervisor Name:		