

JOB DESCRIPTION

POSITION	Fundraising Communications Advisor
BUSINESS UNIT	Fundraising and Communications
RESPONSIBLE TO	Executive Director Fundraising and Communications
LOCATION:	Wellington

OUR MISSION

To provide world class free paramedic care for the people of Greater Wellington and Wairarapa.

WHAT WE VALUE

Passion – Openness – Caring – Integrity - Learning

Job purpose

The purpose of this role is to advise and deliver on communications needs of Wellington Free Ambulance, with a particular focus on fundraising and donor engagement.

Job scope

This is a fundraising specific communications role that involves thinking through the best approach strategically to communicate with our donors, to maintain and strengthen our relationship with them, and through that, their support to us. The role will focus on writing donor specific newsletters, stories, brochures and donor focused marketing material as needed.

As well as taking care of the donor communications the person in this role will lead donor focused events and have a good design eye. They will understand and have experience in the specifics of good donor communications.

Regular communications from Wellington Free Ambulance includes:

- Bi-annual printed magazine called 'Nice One'
- Monthly e-news to our donors and stakeholders
- Facebook, twitter and website content
- Regular giving 'impact' newsletter
- Stewardship communications, including print and online donor recognition pieces

Special projects include working with the executive director to develop and maintain the fundraising section of the website, Onesie Day annual appeal marketing, and developing a campaign aimed at raising awareness about what to expect when you call for help.

Context that this role operates within

We are the one and only paramedic service for Greater Wellington and the Wairarapa, and the only ones in the country who are free.

We are proud of the place we hold in our community, and the high quality, leading edge patient care that our people deliver every day. As well as emergency paramedic care, we provide patient transfer services; have paramedics who are part of the Life Flight crew and rescue squad, plus operate the 111 communications centre for our region.

Our area of operations extend from the Cook Strait to Peka Peka Road (past Waikanae) and across to Mount Bruce in the Wairarapa. We respond to on average 57,000 incidents per year. We have around 300 staff and 80 volunteers.

Business unit perspective

The fundraising and communications team comprise seven roles, with both fundraising and communications functions working hand in hand.

Our communications are geared towards strengthening awareness of what we do and building relationships with our donors and communities.

Our fundraising task is a big one. We must raise \$4 million each year to meet the difference between government funding and what it costs to run the service. This comes from a mix of generous individual and business donors, regular givers, bequests, community fundraising, trusts and foundations and more.

The team's make up is:

- *Executive Director, Fundraising and Communications* – leadership and communications
- *Fundraising Manager* – leads the fundraising strategy, with responsibility for bequests, major donors, service groups and direct mail programmes.
- *Online Specialist* - ensuring the website delivers an effective external communications platform and is a significant donation delivery engine or channel for WFA alongside online strategy, intranet
- *Fundraising Advisor* – Raisers Edge (database) analysis, regular giving programme, trust applications and community fundraising, including Onesie Day project management.
- *Fundraising Administrator* – data base management, data entry, donor care and some team administration.
- *Administrative Support Assistant* – (.5) data entry, donation receipting and team support.

And this role:

- *Fundraising Communications Advisor* – fundraising focused writing, media, online and events, with some staff communications.

KEY ACCOUNTABILITIES

Key Accountability	Deliverables / Outcomes (Jobholder is accountable for)	Key Performance Indicators / Measures (Jobholder is successful when)
Telling the Wellington Free Ambulance story	<ul style="list-style-type: none"> Working with the team and Executive Director to identify story opportunities that will appeal to our donors. Interviewing and writing stories for media, online, our printed magazine, and staff. Curating integrated content across all of our channels. Creation of graphics and imagery to strengthen brand and pick up. 	<ul style="list-style-type: none"> On average, one story is published per week across at least one of our channels. Thought is given to how every story can be repurposed to work in other channels. Images and graphics are used to enhance their appeal and pick up opportunities. Responsive and flexible to unplanned opportunities. Communications is making a positive difference to awareness and support for Wellington Free Ambulance – we measure awareness and engagement levels once per year.
Web strategy	<ul style="list-style-type: none"> Content management for the fundraising section that is engaging, dynamic and on brand. Content is aligned to the campaign / communications focus of the moment. 	<ul style="list-style-type: none"> Content is revised and refreshed at least every two weeks. The link between our main website and the donation page is seamless. Build, engage and manage the social media community/audience
E-newsletter	<ul style="list-style-type: none"> Using stories collected throughout the month to deliver a monthly e-news to donors and stakeholders. Pre-eDM and Post-eDM campaigns in line with bi-annual direct mail campaigns 	<ul style="list-style-type: none"> Opening rates are maintained or grown. Stories are on brand, and on message with current campaigns to ensure cohesion with fundraising activity. Adding new donor emails to email database (alongside Fundraising Advisor) Maintain editorial calendar for refreshing content regularly with stories that are relevant and on brand.
Social channels	<ul style="list-style-type: none"> Leading online fundraising campaigns – surveys and content aimed at attracting new donors, and engaging existing ones. 	<ul style="list-style-type: none"> Increased list of donors Increase of donations from existing donors Evidence of collaboration with team about fundraising campaign performance and ideas for improvement
Contribution to WFA	<ul style="list-style-type: none"> Value of contribution rated positively by colleagues Stakeholder feedback rates professionalism and quality of work highly Presents Wellington Free Ambulance’s work as an 	<ul style="list-style-type: none"> Contribute to and participate in the wider Wellington Free team. Happy to receive feedback and accommodate ideas where appropriate Represent Wellington Free occasionally at communications related forums and events.

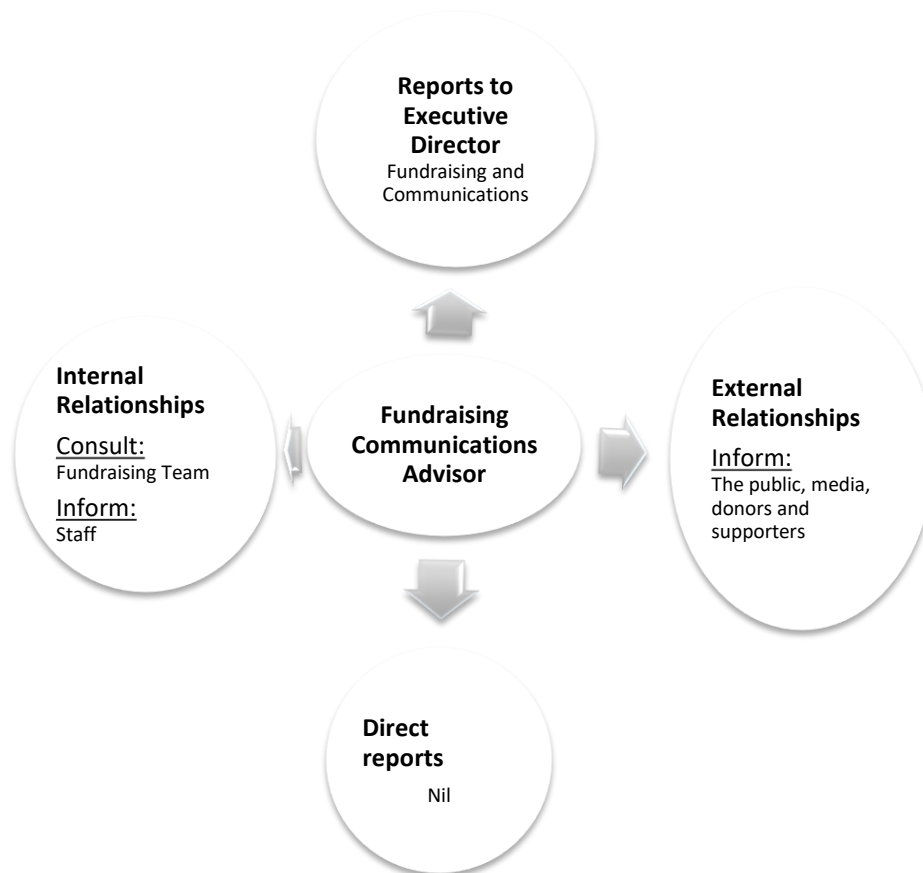
	exemplar to NFP communities	
Health and Safety	<p>Complies with responsibilities under the Health & Safety at Work Act 2015.</p> <p>In the performance of assigned duties, maintains a safe and healthy workplace and actively participates in WFA's Health and Safety Management system.</p>	<ul style="list-style-type: none"> • Has read and understood health and safety policy and procedures. • Actively supports and complies with health and safety policy and procedures. • Actively participates in the hazard management and identification process. • Proactively reports and remedies any unsafe work condition, accident or injury. • Identifies and reports all job related hazards. • Follows all codes of practice, protocols and guidelines related to work practices. • Reports all accidents, incidents and near misses. • Raises any issues of concern with manager as soon as possible. • Models the purpose and ethos of the organisation by maintaining own personal wellbeing.
Te Tiriti o Waitangi and Cultural Expertise	<ul style="list-style-type: none"> • Demonstrates understanding of the principles of Te Tiriti o Waitangi and their contemporary application to WFA's work • Applies tikanga in relevant work situations 	
Cultural Competencies	<ul style="list-style-type: none"> • Wellington Free ambulance is committed to its responsibility to Maori and its responsibility to Pasifika. In that regard there is an expectation of continued learning and development of all staff in this area. 	

Work complexity

The role spans several aspects of communications and fundraising and therefore requires a high range of communication skill and experience within a fundraising context. This role is perfect for someone who thrives on variety, loves to write and engage with audiences in different ways, and has experience in a fundraising environment.

The team is supportive and inclusive, with everyone contributing ideas and giving feedback to strategies, written work, stories and activity. The Executive Director also has a 'hands on' communications approach, so these roles work closely together.

KEY RELATIONSHIPS AND AUTHORITIES



CAPABILITY PROFILE

Competencies

Core Competency	Key Behaviours
Customer Focus	<ul style="list-style-type: none"> • Dedicated to working collaboratively • Is in tune with donor perspectives and preferences, and uses this to make continual improvements • Acts with donors and supporters in mind • Establishes and maintains effective relationships with customers and gains their trust and respect
Integrity and Trust	<ul style="list-style-type: none"> • Is widely trusted • Is seen as a direct, truthful individual • Keeps confidences / adheres to the Privacy Act • Admits mistakes • Doesn't misrepresent him/herself for personal gain
Innovation Management	<ul style="list-style-type: none"> • Is good at bringing creative ideas to market • Has good judgement about which creative ideas and suggestions will work, are on brand, and can enhance reputation and support • Can work with the creative process of others • Can facilitate effective brainstorming • Can project how potential ideas may play out in the marketplace
Process Management	<ul style="list-style-type: none"> • Good at figuring out the processes necessary to get things done • Knows how to prioritise and organise activities • Understands how to separate and combine tasks into efficient work flows • Knows what to measure and how to measure it • Can see opportunities for synergy and integration • Can simplify complex processes • Gets the best out of few resources
Interpersonal Savvy	<ul style="list-style-type: none"> • Relates well to all kinds of people • Builds top rate rapport • Builds constructive and effective relationships • Uses diplomacy and tact • Can diffuse even high-tension situations comfortably
Technical Learning	<ul style="list-style-type: none"> • Picks up on technical things quickly • Can learn new skills and knowledge • Is good at learning new industry, company, product or technical knowledge – like internet technology

Other aspects of capability not covered by the above competencies

Knowledge and Experience:

Essential	Desirable
<ul style="list-style-type: none"> • Fundraising and donor communications experience • An appreciation for beautifully crafted communications • A creative thinker and writer who gets to the heart of a story • Can spot the appeal factor for donors and media, and tailor your work accordingly • Up to date experience with social media trends and techniques, and is technically savvy in the on-line space • Ability to give things a go, get involved and support the team • The right attitude 	<ul style="list-style-type: none"> • Website experience • A genuine interest in our work and the difference we make for our community • Ability to solve problems, be flexible and have an entrepreneurial approach to tasks • Experience in developing and implementing communications strategies • Communications/media qualifications.

Professional Qualifications / Accreditations / Registrations:

Essential	Desirable
<ul style="list-style-type: none"> • Event Management degree, qualification or similar 	

Hours of work

Normal hours of work will be a 40 hour week between Monday and Friday. Due to the nature of this position, work outside of these hours may be required from time to time to meet the operational needs of the service.

Changes to Job Description

From time to time as an organisation evolves job descriptions may need to be reviewed and may need to be changed. Such changes may be initiated as necessary by the manager of this position in consultation with the employee. This job description may also be reviewed as part of the preparation for performance planning for the annual performance cycle.

Employees may be measured against core competencies as part of their performance development.

ACCEPTANCE

I have read this job description and accept it.

Signed:

Date:

Employee's Name:

Signed:

Date:

Name:

Position:

(On behalf of Wellington Free Ambulance)