

POSITION DESCRIPTION

POSITION TITLE: **Marketing & Fundraising Manager**

BMCT VISION: Keeping families together and providing a home away from home. To provide subsidised accommodation for the comfort and convenience of patients required to attend Christchurch Hospitals for treatment (from all departments) as well as their families and other support people

JOB PURPOSE: Lead the effective running and strategic direction of Marketing, Fundraising and Communications activity for the Trust.

TECHNICAL SPECIFICATION:

Responsible to: Chief Executive Officer

Location: Christchurch

Internal Relationships:

BMCT Board
CEO
Administrative Staff
BMCT Members/Customers/Friends/Donors

External Relationships: Aligned charities e.g. Cancer Society; Ronald McDonald House, Child Cancer, Maia Health Foundation etc
Ministry of Health, District Health Boards, Media, Funders etc

Direct Reporting staff: None

KEY FUNCTIONS:

Marketing and Fundraising

1. Develop and implement a planned and comprehensive marketing and fundraising strategy that ensures income generated achieves annual and long-term targets. This may include enhancing the BMCT brand.
2. Lead and manage marketing and fundraising strategies and initiatives and implement programs to grow support for BMCT donor development programs, giving and gifts, bequests, corporate relationships, Trust and foundations (including grant applications) and events.
3. Manage the development and maintenance of an excellent database and information management system to support the marketing and fundraising strategies.
4. Generate new income through identifying, researching, preparing and presenting pitches (in conjunction with the CEO) to new funders / businesses.
5. Establish and maintain effective networks and business relationships that serve as the BMCT support base.
6. Attend NZ fundraising meetings to ensure learning and development of ideas and to strengthen networks.

Performance Criteria

1. *Achieve fundraising targets within required timeframe.*
2. *The awareness of the BMCT organisation / brand is increased with our target audience.*
3. *Frequency and quality of communications with BMCT members, friends, donors and the wider community.*
4. *Frequency and quality of general media coverage of BMCT activities and developments.*
5. *Evidence of smooth and well-functioning relationships, both inside and outside the organisation.*

Community / Public Relationships

1. Develop and manage a communication plan promoting the work of BMCT with donors, prospective donors and the wider philanthropic sector.
2. Undertake a range of public speaking and promotional activities in conjunction with the CEO.
3. To liaise with the media regarding editorial and advertising of promotional and educational activities.
4. To compile timely, informative & interesting newsletters / social media content at regular scheduled intervals.
5. To ensure the database is maintained for distribution of the newsletters and other information that is developed and distributed.
6. To oversee the management of the communication channels including website, social media, newsletters, advertising and production of marketing material.
7. To support office staff to ensure electronic donating and membership database is maintained.

Performance Criteria

1. *Income growth from fundraising, bequest, events and donations in accordance with the strategic business plan.*
2. *Awareness of the BMCT increases, both locally and nationally.*
3. *To continue to grow the database of members and donors.*

Financial Management / Planning

1. Develop and implement key planning documents for all fundraising, marketing and communication aspects.
2. Ensure accurate and up to date records are maintained including event profiles.
3. Provide post event financial analysis and feedback to ensure financial success.
4. Assist the CEO in the development of annual fundraising budget.
5. Ensure oversight, accuracy and integrity of grant / trust applications and accountability activities.
6. To provide monthly reporting to the CEO prior to Board meetings.

Performance Criteria

1. *Annual marketing and fundraising budget prepared and approved.*
2. *Fundraising activities meet or exceed targets. e. New Building Fundraising Financial Objectives.*

General / Health and Safety

1. To undertake projects as and when required either self-initiated or through a BMCT Board directive.
2. Any activities or events are constructed to ensure the safety, health and well-being of staff and the public.

Performance Criteria

1. *Satisfactory outcomes in terms of achieving stated objectives of all projects*
2. *Ensure events have a Health & Safety Management Plan in place.*

Personal Qualities, Qualifications and Experience

- Proven marketing and fundraising experience
- Experience managing grant funding applications and associated reporting requirements
- Experience in organizing and managing successful events
- A track record of meeting challenging targets and growing annual income
- A tertiary qualification in a relevant subject area (Marketing, Communications, Event Management)
- Excellent computer skills including Word, Powerpoint and Excel.
- Experience in digital marketing; understanding both the technical and strategic requirements
- Proven established networks
- Professionalism and maturity to handle sensitive and confidential information and / or act appropriately within the varying environments and situations required of the position.

- Excellent problem-solving and analytical abilities
- Comfortable and confident public-speaker.
- Ability to engage and communicate with stakeholders at all levels and convey technical information correctly and clearly
- An innovative thinker with the ability to take an idea and execute
- Shows honesty and integrity in all dealings with colleagues and friends of the BMCT
- An effective team player; willing to support others and work outside the confines of this Position Description