

Job Title:	Community Fundraising Specialist - Fixed term
Function:	Fundraising Team
Reports to:	Marketing Manager
Last review date:	February 2026

He huanui oranga mo ngā mokopuna whakatipuranga roto i ngā hapori heke iho, heke iho -
Setting the path of wellness in our communities for the early years, for generations to come.

Whānau Āwhina Plunket – who we are and what we are about

Whānau Āwhina Plunket is a charity and the largest service supporting the health and wellbeing of tamariki under-five and their whānau in Aotearoa. We're proud to visit over 80% of all newborn babies in Aotearoa and to support pēpē, tamariki and their whānau.

We aim to be a cohesive and effective national organisation grounded in evidence and best practice, with the needs of New Zealand whānau and families at the centre of everything we do.

Our Whānau Āwhina Plunket Goals are:

Pae Ora: Healthy Futures:

- **Mauri Ora:** Healthy babies and children
- **Whānau Ora:** Healthy confident families
- **Wai Ora:** Healthy environments and connected communities

We are on a pro-equity journey where we strive to give life to Te Tiriti o Waitangi principles of Tino Rangatiratanga, partnership, active protection, equity and options in our mahi/work to ensure healthy tamariki, confident whānau and connected communities.

Whānau Āwhina Plunket Values

In this role you will be expected to operate in a way that embodies and demonstrates Whānau Āwhina Plunket values as follows:

- **Māia** – to be courageous and lean into discomfort and challenge as we walk the path of pro-equity
- **Tūhono** – to connect and stand in relationship in calm and safe spaces (āhuru Mōwai)
- **Manaaki** – to care, love, nurture, support and mana enhancing. Respects mana atua, mana tīpuna, mana whenua, mana tangata
- **Māhaki** – to be humble as we share our knowledge experience to understand and learn from each other and foster trust.

Overview of the Fundraising Team

The core focus of the Fundraising Team is to generate external funding for Whānau Āwhina Plunket services in addition to contract revenue. This is achieved through best practice fundraising strategies,

underpinned by story-led external and internal communications, excellent stakeholder engagement, creative marketing and brand positioning.

The Fundraising Team supports the services delivered to Whānau Āwhina Plunket customers through strategic use of a wide range of channels to support and inform New Zealand families, whānau and communities.

The Fundraising Team is a team of specialist high calibre fundraisers who are focussed on driving the revenue growth forward. You'll be part of a high performing team who deliver across several disciplines, such as Direct Marketing, Regular Giving, Peer-to-Peer Fundraising, Philanthropy, Legacy Giving, Grants, Trusts & Foundations and Partnerships.

This role will be focused on Dunk it for Plunket, our biggest peer-to-peer fundraising event.

Purpose of the Position

The purpose of this position is to scale our community fundraising pipeline and conversions, with a particular focus on Dunk it for Plunket, leveraging existing data to retain those who have fundraised for us before and new data to convert new fundraisers, ahead of the event in September. This person will need to be comfortable across all acquisition channels within community fundraising including Telefundraising, meetings, with individuals and corporates, virtually and in person, and attending events where possible.

This role will develop an engagement plan for July to October and will be the key point of contact for all prospective fundraisers and fundraiser enquiries, and they will support our Community Services team with onboarding their fundraiser recruits.

Key Dimensions of the Position

Delegations: The position's full delegations are set out in the Schedule of Delegations and may be amended from time to time.

Functional relationships: *To follow are the main positions that this role will coordinate with; they are not meant or intended to be exhaustive, exclusive or limiting:*

Internal:

- Marketing Manager
- Marketing Specialist
- Partnership Managers
- Wider Fundraising Team
- Communications Team
- Clinical teams
- Community Services team
- Finance and Communications teams
- All remaining Plunket Business Units & Plunket people

External:

- Fundraisers & Donors
- Corporate partners
- Schools
- Community Groups

Key accountabilities

Business as Usual

- Outreach plan created, with support as required particularly from Database Manager, Marketing Manager and Dunk it for Plunket Project Manager (Marketing Specialist).
- Includes Prospect Lists created and refined:
 - Existing data - retain schools, businesses and individuals, converting to VIP Dunkers where possible.
 - New data - create viable leads from sources within our eco system (leads that are generated throughout the Plunket network end up here), event attendees, Plunket suppliers & vendors, partnership prospect pipeline.
- Acquisition of new fundraiser
 - Telefundraising / direct marketing (eDM channel)
 - In-person meetings where possible (larger corporates; events and tradeshows if feasible)
- Engagement/Donor Care:
 - Point of contact for all donor queries, leads and prospects to ensure they remain engaged on the journey to increase conversion rates.
- Create Engagement Plan for July-Oct to increase fundraising income and conversion rates; personalised approaches for higher-value donors.
- Develop relationships and ensure cross-organisational collaboration, particularly with the Community Services team - alleviate their DIFP mahi by taking on the acquisition and engagement of Community Services Coordinator pipeline.

Health & Safety

- Manage own personal health and safety, and take appropriate action to deal with workplace hazards, accidents and incidents
- Ensure own and others' safety at all times and observe health and safety practices in all workplace activities
- Understand the responsibility individuals and their manager play in health and safety
- Team training is up-to-date and all team members can demonstrate actions in an emergency that are specific to the workplace and are designed to keep individuals safe
- Comply with relevant safety legislation, policies, procedures, safe systems of work and event reporting
- Identify and report all incidents, accidents, and near misses in accordance with policy

Position Description and Scope of Duties

The job holder is expected to perform such other duties as can reasonably be regarded as incidental to the position description, and such other duties reasonably within their experience and capabilities as may be from time to time assigned following consultation.

Once appointed a programme of work will be developed with the appointee that will set out the specific tasks and time frames to achieve the key deliverables for this position. Progress will be monitored through Plunket's Performance and development programmes.

Person Specification

Qualifications and Background

The role will ideally possess the following technical skills/knowledge and personal attributes:

- Relevant tertiary level qualification is desirable or equivalent experience

Skills & experience

- Previous experience working in a fundraising, sales or marketing support role is beneficial;
- Excellent interpersonal and communication skills;
- Strong organisational skills;
- Good sales skills;
- Have energy, initiative, and commitment;
- Excellent supporter stewardship / customer service skills;
- High attention to detail and accuracy;
- Personable, with a track record of success in, and commitment to, building and maintaining exceptional relationships with a range of stakeholders;
- Demonstrated ability to work both autonomously and collaboratively as part of a team;
- A self-starter, driven and highly self-motivated;
- Ability to generate reports and analyse and interpret the data to create growth;
- The ability to identify and create new opportunities across the fundraising portfolio;
- Strong analytical and numeracy skills;
- Good listening, verbal and written communication skills;
- Able to self-manage and the flexibility to respond to and prioritise work with excellent time management skills to meet routine reporting deadlines and requests for information.

Desirable

- CRM experience;

Other requirements

- Current full NZ driver's license.

I have read and understood the above position description and accept all the above responsibilities incorporated herein.

Role title

Date

Manager role

Date