Job Title:	Partnerships Specialist
Function:	Corporate Services
Reports to:	Partnerships Manager
Last review date:	October 2026

Ngā hapori pakari. Ngā whānau māia. Ngā tamariki houkura.
Strong communities. Confident whānau. Thriving children.

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

Whānau Āwhina Plunket is a charity organisation 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/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 Function

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 fundrasiers who are focussed on driving the revenue growth forward. You'll be part of a high performing team who deliver across several disciplines:

- Acquisition & retention of supporters through multiple channels
- Community Fundraising
- Regular Giving
- Major Donations
- Trusts and Foundations
- Gifts in Wills
- Partnerships

Purpose of the Position

The Partnerships Specialist supports the Partnerships Manager with the day-to-day account management of Whānau Āwhina Plunket's largest strategic partners while leading the management of a portfolio of smaller partnerships. The role builds and maintains trusted partner relationships, translates partnership agreements into clear and actionable plans, and coordinates activity across internal teams and external partners to deliver agreed outcomes and positive partner experiences.

The role contributes to the growth and sustainability of partnership income by identifying opportunities to strengthen and expand existing relationships and supporting the development of new partnership opportunities. To be effective, the incumbent develops and maintains a strong understanding of the full Whānau Āwhina Plunket business, services, and strategic priorities, enabling informed engagement and collaboration with partners. The role requires flexibility to respond to partner needs and business requirements, including travel as required to maintain and strengthen partner relationships.

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:

- Partnerships Manger
- Head of Fundraising
- Wider Fundraising team
- Communications team
- Community Services & Events
- Clinical
- Finance, Legal and Procurement
- Other Plunket business units as required

External:

- Strategic and portfolio partners
- Senior and operational partner stakeholders
- Partner agencies and suppliers
- Event and community stakeholders
- Prospective partners and supporters

Accountabilities

- Support the Partnerships Manager across the day-to-day management of key strategic accounts, helping ensure agreed partner benefits, communications, deliverables and commitments are delivered to a high standard
- Lead the day-to-day management of a portfolio of smaller partnerships, building trusted relationships and taking ownership of agreed plans, benefits, communications, events, reporting and follow-up
- Translate partnership agreements into clear activation plans, briefs, responsibilities, timelines, approval pathways and measurable outcomes
- Coordinate integrated partnership activity across internal teams and external stakeholders, keeping delivery on track and escalating risks early
- Draft and coordinate high-quality partner communications, presentations, reports, digital content and internal updates
- Support the planning and delivery of partner campaigns, activations and events, including logistics, stakeholder briefings and post-activity evaluation
- Maintain accurate account information, deliverables, budgets, results and relationship activity in agreed CRM and planning systems
- Gather performance data and impact evidence and turn it into clear, useful partner updates and review materials
- Contribute to partnership income growth by identifying opportunities to expand existing relationships and supporting renewals, proposals, prospecting and the development of new business opportunities
- Ensure partnership activity and use of Whānau Āwhina Plunket's brand and intellectual property follow relevant approval, privacy, legal and brand requirements

Focus On Equity

- Works in partnership across Plunket to embed Te Triti ō Waitangi and pro-equity principles into day to day practice by:
  - Demonstrating our organizational values Māia, Māhaki, Tūhono and Manaaki
  - Participating fully in all Māori cultural training and development opportunities provided
  - Role modeling culturally appropriate practices and language

Health & Safety

- Manage own personal health and safety, and takes appropriate action to deal with workplace hazards, accidents and incidents.
- Ensures safety for own and others at all times and observes 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 Whānau Āwhina Plunket's performance and development programmes.

Person Specification

Qualifications

Relevant tertiary qualification in business, marketing, communications or a related field, or equivalent practical experience

Skills & Experience

- At least 3 years' relevant experience in account management, client service, marketing, advertising, sales, sponsorship or partnerships, with evidence of being an independent, proactive worker who takes ownership and follows through on commitments
- Proven ability to establish and maintain strong, trusted and mutually beneficial relationships with a range of internal and external stakeholders
- Experience coordinating multi-channel activity, such as digital content, email, presentations and events, as well as partner communications
- Experience using CRM, project management or account management systems to record, track and report on relationship activity and deliverables
- Experience may come from commercial, agency, corporate, public or community settings
- A track record of identifying and converting new business or account-growth opportunities, contributing to proposals, pitches or renewals and helping grow relationship value or income
- Outstanding written and verbal communication skills, with the ability to adapt content and tone for partners, senior leaders, colleagues and public audiences
- A confident and credible presenter who is comfortable preparing and presenting PowerPoint content, contributing in online and in-person meetings, and speaking to groups or public audiences when required
- Confidence, sound judgement and discretion when managing commercially sensitive information, stakeholder expectations and approval processes
- Strong organisational and time-management skills, with the ability to manage multiple accounts, workstreams, deliverables and deadlines
- Ability to interpret performance information, identify insights and turn them into clear partner updates and practical recommendations
- A proactive, self-directed and solutions-focused approach, with sound judgement about when to act independently and when to escalate

- A warm, credible and collaborative team member who can influence across teams and bring people together around shared outcomes

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

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Partnerships Specialist Date

_____ _____

Partnerships Manager Date