



## POSITION DESCRIPTION

**Be part of our mission:**

*To improve the lives of vulnerable people  
by mobilising the power of humanity  
and enhancing community resilience.*

To find out more about our kaupapa, and what we stand for, visit [redcross.org.nz](http://redcross.org.nz)

<b>Job Title:</b>	<b>Advisor Community Fundraising</b>
<b>Group:</b>	<b>Engagement and Enterprise</b>
<b>Location:</b>	<b>Wellington</b>
<b>Reports to:</b>	<b>Manager Partnerships and Community</b>
<b>Position status:</b>	<b>Full-time</b>
<b>Version date:</b>	<b>June 2025</b>

### OUR PURPOSE

New Zealand Red Cross (NZRC) has always been about good people doing good things. We're part of the world's largest humanitarian network, helping vulnerable people and those affected by disaster and conflicts. We've been working in New Zealand for more than a century and today you'll find us lending a hand in communities throughout Aotearoa New Zealand – we're here for good.

### DIVERSITY AND INCLUSION

We are committed to providing an environment where all people feel welcomed, valued and seen in their identities.

### THE TREATY OF WAITANGI

New Zealand Red Cross is working towards understanding our obligations under the Te Tiriti o Waitangi principles. New Zealand Red Cross engagement with Te Tiriti o Waitangi is recognised as ethical best practice in relation to the application of the Red Cross Fundamental Principles and the desire of New Zealand Red Cross people to build meaningful relationships with Māori as tāngata whenua.

## **WHAT WE STAND FOR**

The Red Cross Fundamental Principles guide all we do, whether we're helping people in New Zealand communities or providing urgent relief in an international disaster.

## **ABOUT THE GROUP**

### **Engagement and Enterprise**

The Engagement and Enterprise Group has four core functions. The Communications, Marketing and Engagement directorate supports and enables organisational communications (both internal and external) as well as raising public awareness. The Philanthropy directorate supports and enables organisational fundraising efforts across a portfolio of different fundraising products and activities. The First Aid directorate is responsible for the creation of revenue through the delivery of first aid training and the sale of first aid related products. The Retail directorate is responsible for the creation of revenue through the sale of donated products through about 50 Red Cross shops across the country.

## **POSITION PURPOSE**

The Advisor Community Fundraising supports the development and delivery of a portfolio of effective and innovative community fundraising products and events.

## **KEY RESPONSIBILITIES**

### **Technical outputs**

- Identification and promotion of best practice community fundraising
- Develop, coordinate and deliver a portfolio of national community fundraising events.
- Actively contribute to the development and promotion of a toolkit of effective and innovative community fundraising products & activities that can be used by others to raise the profile and income of New Zealand Red Cross in local communities across Aotearoa New Zealand.
- Work with and enable members of community including New Zealand Red Cross Members, and those who volunteer their time to effectively deliver locally based fundraising.
- Provide expertise and advise New Zealand Red Cross People leading/involved in community fundraising.
- Supporting the wider Partnerships and Community team in the development of staff based fundraising activities.
- Actively promoting fundraising across New Zealand Red Cross.
- Produce regular performance reporting
- Work with the wider Philanthropy Team to ensure that community fundraising is aligned with and contributes to a holistic donor experience.

## **HEALTH SAFETY AND WELLBEING**

- Proactively ensure your actions or omissions do not adversely affect the Health, Safety and Wellbeing (HSW) of yourself or others.
- Participate in HSW induction, training, programmes and activities.
- Follow all reasonable instructions to comply with HSW legislation and regulations.
- Follow NZRC HSW policies, standards and procedures.

- Do not undertake any activities you are not adequately trained for.
- Use designated personal protective equipment (PPE) for specific work activities.
- Report hazards/risks, incidents and near misses as soon as possible after the event.

## RELATIONSHIPS

<b>Internal</b>	<b>External</b>
<ul style="list-style-type: none"> <li>• Philanthropy teams</li> <li>• Communications, Marketing and Engagement team</li> <li>• Service delivery and Area staff</li> <li>• Members and those who volunteer their time</li> </ul>	<ul style="list-style-type: none"> <li>• General public interested in fundraising on behalf of New Zealand Red Cross</li> </ul>

## STAFF

<b>Direct</b>	<b>Indirect</b>
Nil	Nil

## PERSON SPECIFICATION

### Knowledge

- Understands fundraising best practice
- Understands the requirements of event planning and management

### Qualifications and/or experience

- A tertiary qualification in communication, marketing or event management
- Experience in a similar role for 3+ years

### Skills and other attributes

- Highly skilled in building and managing effective relationships and networks
- Ability to manage multiple tasks and demands with an attention to detail
- Strong emotional intelligence and influence individuals and groups from diverse backgrounds and perspectives.
- Strong interpersonal skills, displaying honesty, integrity, and a demonstrated sense of ethics in all decisions and actions.
- Ability to bring new and different perspectives, fostering innovative thinking and continuous improvement.
- Ability to work independently, and take initiative.
- Proven project management skills and an ability to own, develop and deliver products and events.
- Strong communication skills (both written and oral)
- An ability to work effectively as part of a team.
- Brings an understanding of how to approach and resolve problems effectively
- Ability to make relevant connections and maintain a clear focus on outcomes.

- An empathy for the humanitarian or emergency management sector is highly desirable.
- Enthusiasm for, and the commitment to, the work of New Zealand Red Cross.

## **TRAVEL**

The appointee may be required to undertake travel for this role.

## **DRIVER LICENCE**

A current car driver licence is required for this role.

## **DELEGATIONS**

Financial: Tier TBA

Employment: Tier TBA

## **NOTE**

This job description is not intended as an exhaustive list of duties and responsibilities. The job is expected to evolve and change, and New Zealand Red Cross may amend this job description after consultation with the job holder.