



NEW ZEALAND
RED CROSS
RIPEKA WHERE AOTEAROA

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

Job Title: **Advisor Events and Engagement**
Group: **Engagement and Enterprise**
Location: **Wellington or Auckland**
Reports to: **Manager Partnerships and Community**
Position status: **Full-time**
Version date: **May 2025**

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 Events and Engagement plays a key role in the development and delivery of effective and innovative engagement and events programmes, to inspire philanthropic support for New Zealand Red Cross.

This role is responsible for creating meaningful experiences that connect supporters—such as schools, members, community groups and high-value donors and partners—with our humanitarian mission through bespoke and scalable events, volunteering opportunities, and engagement activities.

As a key connector across Community Fundraising, Corporate Partnerships, and Planned Giving, this role ensures alignment in messaging, audience experience, and supporter journey integration.

KEY RESPONSIBILITIES

Event and Engagement Delivery

- Develop, coordinate and deliver a portfolio of national fundraising events for key audiences including community fundraisers, schools, corporate volunteers, and high-value prospects.
- Support high-value donor and legacy prospect hosting opportunities, working closely with the Planned Giving team.
- Work with and enable members of communities including schools, branches, groups, and New Zealand Red Cross members and volunteers to effectively deliver locally based fundraising and engagement, nurturing future donors and advocates.
- Provide expertise and advise New Zealand Red Cross People leading/involved in community fundraising and events.
- Supporting VIP donor volunteering and engagement experiences in coordination with other teams ensuring alignment with donor expectations and Red Cross priorities.
- Actively promote fundraising across New Zealand Red Cross. Lead engagement and fundraising enabling activities across priority regions, ensuring local relevance and national impact.
- Produce regular performance reporting Work with the wider Philanthropy Team to ensure that community fundraising and events are 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

Internal

- All Philanthropy and Fundraising teams
- Communications, Marketing and Engagement team
- Service delivery staff
- Members and those who volunteer their time

External

- General public interested in fundraising on behalf of New Zealand Red Cross
- Event suppliers and venues
- Members, volunteers, community supporters, schools and partner organisations

STAFF

Direct

Nil

Indirect

Nil

PERSON SPECIFICATION

Knowledge

- Understands fundraising best practice.
- Proven experience delivering events and engagement programmes in a fundraising, community or corporate context.
- Strong interpersonal and communication skills, with the ability to build relationships and influence across diverse audiences.
- Experience engaging schools, community groups, or volunteers in meaningful ways.
- Comfort with public speaking, event hosting, and facilitation.
- Knowledge of audience segmentation and donor journey mapping is desirable.

Qualifications and/or experience

- A tertiary qualification in communications, marketing or event management or equivalent professional experience.
- 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.
- Enthusiasm for, and the commitment to, the work of New Zealand Red Cross.
- Brings an understanding of how to approach and resolve problems effectively.

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

None

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.