



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: **Manager Partnerships and Community**
Group: **Engagement and Enterprise**
Location: **Auckland, Wellington or Christchurch**
Reports to: **Director Philanthropy and Fundraising**
Position status: **Full-time**
Version date: **June 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

- To manage and grow the portfolio of New Zealand Red Cross corporate partners, ensuring that these relationships are strong and mutually beneficial.
- To manage and grow the portfolio of philanthropic and other trusts and foundations that actively support the work of New Zealand Red Cross.
- To manage and grow community fundraising, events and engagement including with Red Cross branches, community groups, schools and workplaces
- By effectively managing the above portfolios, meet or exceed the agreed financial income targets.
- To contribute to the development of New Zealand Red Cross' overall national fundraising strategy and be an active member of the Fundraising leadership team.

KEY RESPONSIBILITIES

Corporate Partners

- To identify, negotiate and secure new national partnerships with corporates that align to the mission of the New Zealand Red Cross.
- To build positive and sustainable working relationships with corporate partnerships ensuring that they are mutually beneficial.
- To oversee and grow the national corporate partners payroll giving programme.
- To be the professional lead for corporate partnerships throughout New Zealand Red Cross, forming effective working relationships with key internal and external stakeholders to support and encourage corporate fundraising across the country
- Lead social enterprise initiatives on behalf of New Zealand Red Cross

Trusts and Foundations

- To implement an annual trust and foundations fundraising work plan that will realise ongoing income growth.
- To build positive and effective long-term relationships with charitable trusts and foundations.

- To support the Partnerships and Corporate Advisors to conduct research and prepare compelling proposals and accountability reports for funders.
- To undertake networking and information gathering activities on a regular basis to stay apprised of all the latest changes affecting charitable trust and foundation funders.

Community Fundraising and Engagement

- To lead the strategic development and delivery of national community events, products and campaigns.
- To support and grow community fundraising initiatives across Red Cross branches, community groups, and schools, ensuring alignment with organisational goals.
- To build and maintain strong relationships with local volunteer leaders and supporters to foster engagement, capacity building and fundraising success.
- To provide guidance, tools, and resources to empower local groups to deliver successful events and community led fundraising activities.

General

- Contribute to the development of annual operational plans and budgets.
- Keep the General Manager Engagement & Enterprise abreast of key tasks, potential and emerging risks and issues.
- Be an engaged and positive member of the Philanthropy leadership team.
- Work closely with the Red Cross programmes teams to identify suitable priority projects for funding.
- Ensure all fundraising proposed and implemented complies with charity law and New Zealand Red Cross policies and procedures (e.g. the New Zealand Red Cross emblem regulations and ethical policy).
- Contribute to the development of philanthropic initiatives in line with the national fundraising strategy.
- Uphold the Fundamental Principles of the Red Cross Red Crescent Movement in the event of a major emergency appeal, provide assistance as required, including working unsociable hours if necessary; tasks may include developing emergency appeals for corporates and trusts.
- Carry out such duties as may be required from time to time by the General Manager Engagement & Enterprise

Team Performance and Management

- Establish and agree on performance targets and outputs with direct reports and maintain effective performance monitoring and reporting.
- Provide clear and supportive leadership to staff to enable them to reach their full potential within their roles.
- Oversee the ongoing development of effective operational policy and procedures within your area of responsibility.
- Oversee the planning, execution and supervision of projects undertaken by team members.

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

The Philanthropy leadership and team
Communications Marketing & Engagement team
Red Cross Members and Volunteers
Area and programme teams
Finance Teams

External

Corporates and Trust
Community groups and school fundraisers
Charitable trusts and foundations

EMPLOYEES REPORTING TO THIS ROLE

Direct

5

Indirect

Nil

PERSON SPECIFICATION

Knowledge

- An in-depth understanding of fundraising and building partnerships with corporates and securing funding from charitable trusts
- Knowledge of best practices in community- led fundraising and volunteer engagement
- Understanding of event planning and delivery within a community or not for profit context

Qualifications and/or experience

- Educated to degree level or equivalent - formal qualifications in fundraising, account or project management desirable.
- 5 years' experience in fundraising, particularly in corporate, trust or philanthropic fundraising
- Experience in management of a team
- Experience of managing multiple tasks to deadlines and prioritising own workload
- Experience of using Raiser's Edge database desirable

Skills and other attributes

- Demonstrable skills in securing funds through writing proposals
- Excellent presentation and communication skills
- Competent in preparing, presenting and reporting on detailed budgets and achieving income targets
- Planning and managing projects and activities

- Methodical approach to work with the ability to initiate, implement and complete tasks to a high standard and with minimum supervision
- Strong relationship building skills with a diverse range of stakeholders, including executives, funders, volunteers, schools and community leaders
- Ability to design and deliver engaging community fundraising event and campaigns
- An appreciation of the legislation affecting charity fundraising
- Empathy with humanitarian causes
- 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's licence is required for this role.

DELEGATIONS

Financial: Tier T4

Employment: Tier 4

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.