



NEW ZEALAND
RED CROSS

RIPEKA WHERO AOTEAROA

POSITION TITLE:	Project Partner Coordinator 12 Month Fixed Term
LOCATION:	Wellington
RESPONSIBLE TO:	Direct Marketing Manager
DIRECTLY SUPERVISING:	N/A
FUNCTIONAL RELATIONSHIPS:	General Manager Fundraising & Communications Database and Supporter Care Manager Direct Marketing Coordinator National Office staff Area staff Volunteers External agencies and suppliers

POSITION SUMMARY:

New Zealand Red Cross is here for good – good people doing good things and encouraging others to do good too. From responding to natural disasters to helping former refugees, first aid training to support programs in your neighbourhood, retail shops to international aid workers, we have a key role in inspiring and enabling people to act with understanding and kindness, to do good and make a difference in others' lives.

Part of the international Red Cross Red Crescent Movement based in Geneva, New Zealand Red Cross has approximately 500 staff and 14,500 members, including a branch network and volunteers.

The Project Partner Coordinator is a full-time role is based in Wellington and is fixed term for 12 months. The role is responsible for a number of projects aimed at enhancing, developing and delivering New Zealand Red Cross' regular giving program.

KEY RESPONSIBILITY AREAS:

- Review, develop, and implement:
 - Regular giving online lead generation and conversion strategy
 - Campaigner appreciation and acknowledgment activities
 - Regular donor communication, engagement and retention program
 - Telemarketing declines, upgrades and reactivation strategy
 - Face to face acquisition activities (external and internal)
 - New regular giving acquisition methods and mechanisms

- Work with the Direct Marketing Manager towards the development and implementation of the regular giving strategy.
- Maximise income through developing effective working relationships with key agencies (face to face, digital and telemarketing).
- Provide accurate and insightful analysis, performance reports and benchmarks spanning all regular giving mediums.
- Deliver induction and training activities that motivate and inspire campaigners soliciting support on behalf of New Zealand Red Cross.
- Produce campaigner and donor collateral that engages and promotes Red Cross' regular giving program.
- Work with internal departments to promote all aspect of the Project Partner program, including New Zealand Red Cross service centres and branches and members
- Provide support and assistances and guidance to the Database and Supporter Care staff in respect to the Project Partner program and donor care.
- Work with the Direct Marketing Manager and the Database and Supporter Care Manager on the development of systems and processes that meet and exceed reporting requirements.

GENERAL:

- Keep the Direct Marketing Manager abreast of key tasks, results, potential and emerging risks and issues.
- Support colleagues and volunteers with various supporter care activities.
- Carry out such duties as may be required from time to time by the Direct Marketing Manager and the General Manager Fundraising & Communications.
- Participating in shared learning opportunities with the Fundraising Institute of New Zealand Public Fundraising Regulatory Association and other Red Cross Red Crescent National Societies.

HEALTH, SAFETY & WELLBEING:

- Take responsibility for your personal health, safety and wellbeing and that of others, by not knowingly putting yourself or others at risk.
- Follow all safety and wellbeing procedures and instructions advised to you.
- Report incidents, including near misses, promptly for investigation.
- Actively deal with and /or report unsafe practices, actions and / or conditions for prompt attention.
- Actively participate in the management of health, safety and wellbeing in your workplace and bring any concerns or suggestions to the attention of your manager and/ or health safety and wellbeing representative.

DELEGATIONS:

Staff Management

Number of direct reports	Nil
Number of staff reporting to direct reports	Nil

Delegations

Financial Delegations	Nil
Employment Related Delegations	Nil

Note: The foregoing paragraphs are intended to describe the duties that the appointee will be expected to undertake in this position.

It should not be regarded as a complete and exhaustive list and does not prevent the addition, alteration or deletion of duties from time to time in accordance with the needs of New Zealand Red Cross. Any changes will be mutually agreed. It is inherent in all areas of Red Cross work that staff are required to apply and uphold the Principles of Red Cross Red Crescent.

PERSON SPECIFICATION:

- **Education/training**
 - Formal qualification in direct marketing/sales desirable
 - Educated to degree level desirable

- **Experience required**
 - Experience of managing a face-to-face program desirable
 - Experience of working in a not for profit environment
 - Experience of working within a fundraising context
 - Experience of managing external agencies
 - Experience of using a fundraising database desirable
 - Experience of managing multiple tasks to deadlines and prioritising own workload
 - Experience of supporting and developing less experienced colleagues desirable

- **Knowledge / technical skills**
 - A good understanding of regular giving recruitment
 - An appreciation of the legislation affecting charity marketing and fundraising – specifically regarding face-to-face
 - Ability to generate internal support
 - Attention to detail and excellent numeracy skills
 - Ability to research and report on complex information from various sources
 - Excellent written and oral communication and negotiation skills
 - At least intermediate in Microsoft Word and Excel

- **Competencies**
 - Strong project management skills
 - Ability to motivate and inspire others in a positive manner
 - Initiative to find efficient and effective opportunities
 - Lateral, innovative and creative thinking
 - Analysis, problem-solving and decision-making
 - Ability to have effective working relationships with two teams at different locations
 - Ability to mix and work with a wide range of people and in a team environment
 - Methodical approach to work, with the ability to plan, initiate, implement and complete tasks to a high standard with minimum supervision
 - Self-motivated with the ability to work independently, as part of a remote team.

- **Behaviours**
 - Uphold the Fundamental Principles of the Red Cross Red Crescent Movement
 - Recognise and value the contribution of others
 - Demonstrate flexibility and open-mindedness

TRAVEL & HOURS OF WORK:

- The appointee must be able to travel within the geographical region of responsibility.
- Due to the nature of the role, an ability to work outside normal working hours will be required.
- Flexible working conditions may be applicable as directed by the Direct Marketing Manager.

Driver's License A current motor vehicle driver's licence is essential.

APPROVED:

Authorised signature:	Authorised signature
Name:	Name: Niamh Lawless
Position:	Position: Secretary General
Date:	Date: