

### POSITION DESCRIPTION

Position Title:	<b>Fundraising &amp; Engagement Coordinator</b>
Location:	Dunstan Hospital, Clyde
Reports to:	Chief Executive (CE)
Operational Reports:	Nil
Hours	0.6 FTE
Date:	July 2024

#### Central Otago Health Services Vision

To be a lead provider and educator of rural healthcare for our communities.

#### Our Environment

Central Otago Health Services (COHSL) is a unique community-owned rural health service provider delivering public and private health care to the Central Otago and Upper Clutha areas. COHSL is committed to playing its part in the implementation of the Health Reforms, the delivery of integrated models of care that stretch across the care continuum and reducing rural inequities.

### LIVING CENTRAL OTAGO HEALTH SERVICES LTD VALUES

Proactively demonstrate COHSL values in all aspects of the role	<ul style="list-style-type: none"> <li>• Demonstrates behaviours that we want to see from each other, at our best</li> <li>• Contributes positively to a culture of appreciation, a learning culture, where people feel safe to speak up</li> <li>• Contributes positively to the team and other initiatives that seek to improve patient and whanau experiences and/or staff experience of working</li> </ul>		
<b>KINDNESS</b>	<b>EXCELLENCE</b>	<b>TRUST</b>	<b>CONNECTION</b>
Kākau Māhaki	Whāia te iti kahurangi	Whakapono	Te Taukaea Takata

### KEY RELATIONSHIPS

Internal	External
<ul style="list-style-type: none"> <li>• Chief Executive Officer</li> </ul>	<ul style="list-style-type: none"> <li>• Key community stakeholders</li> </ul>
<ul style="list-style-type: none"> <li>• Executive Leadership Team</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing / Fundraising staff in other organisations</li> </ul>
<ul style="list-style-type: none"> <li>• Staff</li> </ul>	

### ROLE PURPOSE

To ensure that the Central Otago Health Services Limited brand is established, promoted and marketed through a comprehensive strategy aimed at attracting significant financial and community support for Dunstan Hospital Foundation (to be established).

This is a new role and will require a confident, experienced self-starter, cognisant in fundraising and communication approaches. The position holder will preferably know the Central Otago community and will play a key role initially reporting directly to the CEO. The successful applicant may work as a Contractor to the organisation.

## COMPETENCIES

### Organisational Competencies

<b>Customer Focused</b>	Establishes and maintains effective relationships with customers and gains trust and respect.
<b>Integrity and Trust</b>	Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn't misrepresent him/herself for personal gain.
<b>Drive For Results</b>	Can be counted on to exceed goals successfully; is constantly and consistently one of the top performers; very bottom line oriented; steadfastly pushes self and others for results. Is skilled in using data to demonstrate results.
<b>Cultural Diversity</b>	Understands the significance of, and obligations under Te Tiriti o Waitangi. Displays cultural sensitivity and a willingness to work positively with organisational strategies to improve outcomes for Māori and all other cultures.

### Role Specific Competencies

<b>Teamwork and co-operation</b>	Actively promotes a friendly climate, good morale, and co-operation. Accepts responsibility for the effectiveness of the team.
<b>Self-Management</b>	Sets high personal standards and strives to achieve goals; is proactive and displays initiative; is resilient to change; demonstrates flexibility and can work to deadlines to achieve outcomes; steadfastly pushes self and others for results.
<b>Organisational Agility</b>	Knowledgeable about how organisation works and how to implement and embed change. Knows how to get things done and understands the importance of organisational culture.
<b>Interpersonal Savvy</b>	Relates well to all kinds of people - up, down, and sideways, inside and outside the organisation; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; demonstrates empathy and compassion.

## PERSON SPECIFICATION

The expertise required for a person to be fully competent in the role:

	ESSENTIAL	DESIRABLE
<b>Education and Qualifications (or equivalent level of learning)</b>		<ul style="list-style-type: none"> <li>Tertiary qualification in appropriate area (e.g. Communications &amp; Marketing)</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Minimum 5 years' experience in fundraising environment</li> </ul>	<ul style="list-style-type: none"> <li>Experience in the not-for-profit sector</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Good knowledge of fundraising principles and best practice</li> <li>Experience of strategy and brand development</li> <li>Experience of direct marketing approaches and tools, product design, development and distribution including relevant collateral materials</li> <li>Working knowledge of the Treaty of Waitangi and demonstrates its application in working practice.</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of the health sector</li> <li>Knowledge of rural health challenges</li> </ul>
<b>Skills &amp; Attributes</b>	<ul style="list-style-type: none"> <li>Ability to work under pressure and to deadlines</li> <li>Ability to accept and respond to direction as well as the ability to work independently and take initiative</li> <li>Diplomacy skills and interpersonal engagement – with ability to network and build new relationships</li> <li>Proven ability to communicate effectively both in written and oral forms including public speaking</li> <li>Ability to always maintain confidentiality</li> <li>Good understanding and working knowledge of Microsoft Office applications and relational databases</li> <li>Good knowledge and experience of fundraising and marketing research tools, data analysis and reporting</li> <li>Financial management and reporting experience</li> <li>Ability to understand motivations for giving and ability to raise funds</li> <li>Flexibility, adaptability, and willingness to take on a wide range of tasks with a strong attention to detail (some work maybe out of normal working hours)</li> <li>Positive community and business relationships within Central Otago</li> </ul>	<ul style="list-style-type: none"> <li>Social media development and management</li> <li>Contract negotiation</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>Clean and current NZ driver's licence</li> <li>Commitment to the vision, purpose, and values of Central Otago Health Services Limited</li> </ul>	

**KEY RESULT AREAS:**

KEY ACCOUNTABILITIES	
<b>Fundraising</b>	<p><b>Developing and implementing a planned approach to ensure that income from fundraising achieves an agreed annual and longer-term target.</b></p> <ul style="list-style-type: none"> <li>• Develop an annual Fundraising Plan and Budget to support the organisations strategic objectives</li> <li>• Approach businesses, local authorities to encourage donations</li> <li>• Research grant making organisations and apply for funding</li> <li>• New fundraising events and opportunities will be incorporated into the Annual Marketing &amp; Fundraising Strategy for ELT and Board sign off</li> <li>• Ensure donors and funders are informed of how funds are utilised and ensure relevant diligence is completed</li> <li>• Be responsible for planning and implementing regular cash appeals, fundraising appeals for specific purposes</li> <li>• Utilise a range of fundraising mechanisms to raise income. (e.g. Philanthropic trusts / Donor management / Bequests / Sponsorship / Event management Responsible for monthly reconciliation of the donor database with General Ledger</li> <li>• Operational and capital budgets will be agreed and adhered to, and budget performance monitored</li> <li>• Ensure the effective financial management of marketing activities, including income and expenditure budgeting and variance analysis</li> <li>• Provide a monthly financial and communications report to the CE</li> </ul>
<b>Communication</b>	<p><b>To ensure effective communication within COHSL &amp; with our community stakeholders and supporters including areas of: Organisation wide communications &amp; marketing. Manage use of organisations social and digital media development &amp; management</b></p> <ul style="list-style-type: none"> <li>• Ensure staff are kept regularly informed of organisational fundraising progress and issues to reinforce their motivation, effectiveness, and commitment.</li> <li>• Act as an adviser with compilation and distribution to staff of special bulletins or information packages.</li> <li>• Develop fundraising media releases when relevant and as directed by the CE</li> <li>• Maintain a positive working relationship with media outlets</li> <li>• Monitor public relations and communications including digital (website) and social media for accuracy, content and messaging across all organisational aspects</li> <li>• Maintain good public relations between Dunstan Hospital and its stakeholders</li> <li>• Participate in Public Relations and Fundraising events</li> </ul>
<b>Administration</b>	<p><b>Leading the development and overseeing the monitoring and maintaining of appropriate administration systems</b></p> <ul style="list-style-type: none"> <li>• Lead the development and maintenance of appropriate administration systems to support an efficient, transparent, and accountable fundraising approach</li> <li>• Lead the development and maintenance of effective documentation for key procedures and project tasks</li> <li>• Have oversight of database management and ensure this is a tool that can be used for marketing, communications, and promotional activity</li> <li>• Ensure database is current by regularly auditing and cleansing the information</li> <li>• Focus on exceptional supporter care including appropriate thanking, acknowledgment, and complaint handling with support from CE</li> </ul> <p>Demonstrate compassion and empathy when communicating with patients and or bereaved family/whānau</p>

<b>Health &amp; Safety</b>	<ul style="list-style-type: none"> <li>• Promote a positive health and safety culture</li> <li>• Ensure that H&amp;S is proactively managed in area of responsibility and appropriate quality &amp; risk systems are in place and maintained</li> <li>• Ensure that policies, procedures, and safe systems are maintained, monitored and appropriate reporting provided as required</li> </ul>
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**CHANGES TO POSITION DESCRIPTION**

From time to time, it may be necessary to consider changes to the position description in response to the changing nature of our work environment – including technological requirements or statutory changes.

Acknowledged / Accepted:

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Employee

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Date

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Manager

.....  
Date