

Position Description

Manager, Communications and Fundraising

Position:	Manager, Communications and Funding
Reports to:	Director, Strategy and Innovation
Direct Reports:	Fundraising Co-ordinator Grants Co-ordinator Contractors
Key Relationships:	<i>Internal</i> Director, Strategy and Innovation General Manager Operations Manager Client Service Managers and Team Leaders All staff Board Chair and Board Members The Loft Board and partners Data Administrators <i>External</i> Community and General Public All forms of Media Marketing bodies Funders, Supporters, Donors and Volunteers Corporate bodies across industries Ambassadors Key influencers Other sector agencies Community groups Volunteers
Hours of Work:	40 per week flexibly to meet the needs of the organisation between 7.30 a.m. – 9.00 p.m. Monday to Friday, with occasional evenings and weekends
Location:	The Loft, Eastgate Shopping Centre, Christchurch
Purpose:	Work with the Director, Strategy and Innovation (Acting; proposed) to formulate and prioritise strategic communications and fundraising channels and goals; prepare and implement the annual communications and fundraising plan, managing, monitoring and assuring progress against Key Performance Indicators - communications, marketing and fundraising

Our Vision

A society free from the harms of family and sexual violence, where healthy children, families and communities are honoured and supported as the foundations of New Zealand's future.

Our Purpose

Through strategic and service excellence, our purpose is to support New Zealand's children, families and communities to become their best, free from the harms of family and sexual violence.

Our Values

- Relationships
- Integrity
- Social Justice

- Te Tiriti o Waitangi

Who We Are

Aviva is a specialist family and sexual violence agency, established in 1973 as Christchurch Women's Refuge - New Zealand's first refuge. After 40 years of community service for women and children, we rebranded in 2013 to reflect our newly transformed response for the whole family, and respect for and optimism in everyone's potential to become and remain safe from violence if offered the right support, at the right time, in the right way. To achieve this, Aviva now provides a unique range of holistic, integrated specialist services for all members of the family at any point of their journey from violence to sustainable safety and wellbeing. In this way, we aim to break the intergenerational family cycle of trauma and harm.

We believe that all family and sexual violence is preventable and that the enduring effects of family and sexual violence on personal, family and community wellbeing can be fully overcome.

Our Services and Programmes

Aviva's holistic, integrated model and associate services and programmes are based on the following principles:

- Today, most people being harmed by or using violence will not reach out for help. This means we must increase the appeal of our services and make it as easy as possible for everyone to access the support they need to become and remain safe.
- Social injustice, including gender socialisation and inequalities, is the principle cause of family and sexual violence and compromises the health, dignity, security and potential of all New Zealanders.
- The effectiveness of services for women and children is enhanced by a range of effective services for the whole family; this includes young and adult men who are or may be vulnerable to causing harm. This will build personal and family resilience and redress the unjust burden of responsibility on women to take action to become safe.
- Vulnerability to violence is enhanced by social isolation and financial exclusion. Services must therefore remove the stigma and shame that sustains vulnerability to violence
- Once safe from violence, families - including children, young people and adults - must be supported to remain safe. This is achieved by supporting families to overcome the enduring effects of violence – social, emotional, spiritual and financial.

Based on these principles, Aviva has developed a holistic portfolio of services for the whole family. This includes access to a range of safe accommodation models, specialist family and sexual violence crisis intervention services, individual, group and community education, peer support and microfinance products.

KEY RESPONSIBILITIES

- Promote a compelling picture of Aviva's vision that inspires staff, the community and public, industries, donors and supporters to feel and play an active part in achieving this
- Provide communications and fundraising advice and support to the Director, Strategy and Innovation, and Board
- Develop, implement and manage annual communication and fundraising objectives, producing high quality content, campaigns and activities to engage, build and retain stakeholder loyalty and brand awareness
- Respond to media enquiries, and develop media and communication messaging; identify proactive opportunities for media coverage to build supporter base and brand awareness

- Plan and manage the design, content, and production of all marketing materials, including Annual Report; create communication strategies for new services, events and promotions; supervise projects to guarantee all content is publication-ready; ensure the Aviva brand and logos are proactively protected and maintained
- Develop, implement and manage a calendar of campaigns, events and activities with a focus on bespoke key channel strategies; identify and co-ordinate resources, including digital and human elements; ensure campaigns, events and activities are delivered on time and according to agreed objectives; achieve budget targets through excellence in planning, management and execution
- Research and prioritise potential sources of grant income; ensure all grant applications and accountability reports are submitted on time to a high standard
- Closely monitor communications and fundraising performance by channel strategy, providing regular financial and activity data reports to proactively manage potential risks, leverage opportunities and meet objectives; provide verbal and written data reports to the Director, Strategy and Innovation (Acting, proposed) and General Manager (Acting; proposed) on request
- Develop and implement lead generation, conversion, acquisition, and retention programmes and pathways towards lifetime giving across potential donor groups; ensure a seamless supporter experience through engagement into ongoing retention programmes; annually measure supporter satisfaction and commitment; recommend adjustments to communications and fundraising objectives and strategic goals accordingly
- Manage and lead the communications and fundraising team, including the Grants and Fundraising Co-ordinators, volunteers and contractors; recruit, organise and inspire staff and volunteers; assure staff and volunteers are performing towards agreed objectives
- Provide communications and fundraising support to The Loft at the direction of the Director, Strategy and Innovation; attend meeting of The Loft's management team
- Ensure that all relevant organisational and legislative standards, policies and procedures are met and advise the General Manager (Acting; proposed) of any potential risks and mitigation strategies

Health and Safety

- All employees are individually responsible for Health and Safety practices and will:
 - Be personally responsible for their own and others health and safety at work
 - Promote and participate in health and safety, maintain a safe workplace and ensure that any safety equipment is used correctly at the all times
 - Be familiar with health and safety policy and procedures
 - Establish and insist upon safe methods and safe practices at all times
 - Comply, as far as the worker is reasonably able, with any reasonable instruction that is given by Aviva to allow Aviva to comply with the Health and Safety legislation
 - Co-operate with any reasonable policy or procedure of Aviva relating to health or safety at the workplace that has been notified to workers
- All Directors and Managers are personally accountable:
 - For the health and safety performance for work areas for which they are responsible
 - For their continued management competence in health and safety
 - For ensuring that all workers and contractors understand and accept their responsibility to promote a safe and healthy workplace
 - By providing information on health and safety matters to workers by way of instruction

REQUIRED EXPERIENCE and QUALIFICATIONS

- Relevant tertiary qualification(s)

- Experience in the social service or related sector would be an advantage
- Strong networking and relationship building skills
- Exceptional, creative multi-media communication skills; able to craft messages for different audiences
- Experience in achieving management and financial goals
- Excellent planning, management, organisational and people management skills
- Event management skills and experience
- Self-motivated and willing to use initiative
- Able to work as part of a team, and independently
- Alignment with Aviva's core values, strategic principles, service philosophy and a commitment to Te Tiriti o Waitangi
- Is committed to a life free from violence, and is able to demonstrate their understanding of this as guided by Aviva's Violence Free Policy
- Current unrestricted driver's license

KEY CAPABILITIES

- *Leadership:* Able to articulate a clear vision of Aviva's future direction and positively influence action towards this vision. Is able to inspire others to achieve results; active reflector, listener and enquirer; seeks advice and feedback
- *Cultural Capability:* Able to articulate an understanding of Te Tiriti o Waitangi, and its bi-cultural implications for New Zealand Aotearoa, Aviva's work and the specific employee responsibilities described in this Position Description; able to articulate an understanding of New Zealand Aotearoa as an ethnically diverse society and the implications of this for Aviva's work and the specific employee responsibilities described in this Position Description
- *Change Advocate:* Proven ability to effectively develop and implement new policies and procedures; act as a catalyst for organisational change and improvement; treat change with optimism and as an opportunity for producing both personal, employee, team and organisational learning/growth
- *Innovative and Creative Thinking:* Able to generate creative and practical ideas and solutions to problems and opportunities
- *Takes Responsibility:* Is results focussed, transparent and accountable; manages, leads and practices with integrity; committed to achieving and maintaining quality standards
- *Team Player:* Has a friendly manner, strengths-based outlook and a positive sense of humour; is flexible and willing to change work arrangements or take on negotiated and appropriate additional tasks in order to help the agency achieve its commitments
- *Creative Thinker:* Able to generate creative and practical ideas and solutions to problems and service opportunities
- *Resilient:* Remains calm and self-controlled under pressure; reacts well to change and stays positive despite setbacks. Keeps difficulties in perspective. Motivated to continue, even when things get difficult
- *Quality Assurance:* that are relevant and positive for the organisation, its clients and staff.

AUTHORITY LEVEL

As defined by Aviva's Policies and Delegated Financial, Operational and Staff Authorities.

Authorisation of Job Description

Prepared by: CEO

Authorised by: Board

Date: April 2019