

## POSITION DESCRIPTION

Reference: Human Resources Policy HR-006 "Job Descriptions"

Position Title **Fundraising and Communications Assistant**

Reporting to Fundraising and Communications Manager  
Direct Reports NA

### Main Purpose of Role

- To assist the Communications and Fundraising Manager (C&FM) in the delivery of Hospice EBOP fundraising activities. These activities include events, donation requests; Sponsor relationships; Grant applications.
- Support the Communications and Fundraising Manager with communications, marketing, and administration including Donor data base management, HEBOP's Social Media profile, newsletter quarterly publication; fortnightly internal communication.

### Main Outcomes from Role

- The Donations data base is maintained.
- Grant applications are made in line with the Grants calendar and monitoring reports are submitted on time to the satisfaction of the funder.
- Relationships with potential HEBOP sponsors are initiated and existing relationships are maintained.
- Social Media and Website reach is increased year upon year.
- Annual and remote HEBOP events are coordinated.
- Hospice Happenings is published fortnightly.
- HEBOP newsletters are published quarterly.
- Assistance is provided to the C&FM as and when required.

### Key Responsibilities & Expected Deliverables<sup>1</sup>

Responsibility	Deliverables
<b>Fundraising Activities</b>	
<b>Events</b>	<ul style="list-style-type: none"> <li>Assist C&amp;FM with 'key fundraising event' management, communications, and marketing.</li> <li>Assist C&amp;FM with 'key fundraising event' installation, dismantle and debrief.</li> <li>Coordinate annual remembrance tree appeal, Hospice Awareness Week, Volunteer Week, and other remote events.</li> </ul>
<b>Grants</b>	<ul style="list-style-type: none"> <li>Coordinate calendar of grant applications and assist with applications and accountabilities</li> </ul>

<sup>1</sup> Definitions and Management:

- Key Responsibilities are the areas the position is responsible for.
- Expected Deliverables are non-specific outcomes which are expected to be delivered upon by the employee in this role. Further, more specific tasks relating to each outcome, will be defined in the employee's annual performance objectives.
- On an annual basis, each employee's performance will therefore be assessed to ensure the expected deliverables defined herein are being fulfilled.

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Responsibility	Deliverables
<b>Donations</b>	<ul style="list-style-type: none"> <li>- Keep donor database up to date.</li> <li>- Make regular contact with donors through phone calls, thank you letters and annual receipts.</li> <li>- Assist C&amp;FM with donor retention and acquisition strategies</li> </ul>
<b>Marketing and Administration</b>	
<b>External Communications &amp; Marketing</b>	<ul style="list-style-type: none"> <li>- <b>Newsletter</b> Coordinate the content, design, print and distribution of the quarterly newsletter, meeting set deadlines.</li> <li>- <b>Social Media and Digital Marketing</b> Create weekly Facebook and Instagram content calendar for approval. Researching, designing, and taking photos for posts as directed by C&amp;FM Write a monthly blog post.</li> <li>- <b>Website Maintenance</b> Audit website and regularly update content and forms.</li> <li>- <b>Marketing collateral and Annual Report</b> Assisting with brochure and collateral updates, keeping all materials relevant and up to date Assisting C&amp;FM with design and printing of Annual Report</li> <li>- <b>Public Relations</b> Assist with press releases to local media</li> </ul>
<b>Internal Communications</b>	<ul style="list-style-type: none"> <li>- <b>Source content and format fortnightly update, Hospice Happenings</b></li> </ul>
<b>Other Duties</b>	
<b>Other duties are undertaken as required</b>	<ul style="list-style-type: none"> <li>- Duties and responsibilities requested by direct Manager are undertaken as reasonably able to do so</li> </ul>

### Organisational Responsibilities & Expected Deliverables<sup>2</sup>

Responsibility and Expected Deliverables	
<b>Hospice EBOP Awareness &amp; Requirements</b>	
Work as a professional and committed team member	<ul style="list-style-type: none"> <li>- Hospice EBOP philosophy, mission, vision, values and strategic goals are consistently worked within and adhered to</li> <li>- Ongoing understanding of Hospice EBOP's functions, responsibilities, capabilities, capacities and constraints is demonstrated</li> </ul>

<sup>2</sup> Definitions and Management:

- Organisational Responsibilities & Expected Deliverables are areas each employee at Hospice EBOP is responsible for adhering to.
- On an annual basis, each employee's adherence to these requirements will be assessed generally to ensure the expected deliverables defined herein are being fulfilled.

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Participate in quality improvement initiatives and activities	<ul style="list-style-type: none"> <li>- Any complaints or negative feedback are documented and brought to the attention of the line manager as soon as practicable</li> <li>- Any investigations are participated in an open and professional manner</li> </ul>
Adhere to Confidentiality and Code of Conduct Policies/Requirements	<ul style="list-style-type: none"> <li>- Hospice EBOP quality management requirements (including policies, procedures, guidelines, code of conduct and other relevant documents) are known and adhered to</li> <li>- Quality improvement initiatives are actively supported and participated in</li> <li>- Commitment to the Hospice EBOP culture of continuous improvement is demonstrated</li> </ul>
Maintain high level of cultural awareness and sensitivity	<ul style="list-style-type: none"> <li>- Strict confidentiality is maintained at all times</li> <li>- The Privacy Act 1993 and the Health Information Privacy Code 1994, and any subsequent amendments, in regard to confidentiality and the non-disclosure of information is adhered to at all times</li> </ul>
	<ul style="list-style-type: none"> <li>- Services are delivered in a culturally appropriate manner</li> <li>- The culture of staff, volunteers and other stakeholders is acknowledged and respected</li> <li>- An understanding of the Treaty of Waitangi, in relation to our workplace, is demonstrated</li> </ul>

### Health & Safety

Ensure Hospice EBOP maintains a safe work environment, promoting safe work practices and the wellbeing of self and others	<ul style="list-style-type: none"> <li>- HEBOP health and safety policies and procedures are complied with fully and actively</li> <li>- Health and safety actions and initiatives in the workplace are fully and actively supported and promoted, taking responsibility for own health and safety, and the health and safety of others within the work environment</li> <li>- All workplace hazards, near miss incidents and accidents are reported in a timely manner as per approved procedure</li> <li>- Actions and initiatives to minimise, isolate or eliminate identified risks are supported and promoted</li> <li>- Any investigations are participated in an open and professional manner</li> </ul>
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### Team Work

Ensure positive contributions are made towards effective and efficient working relationships	<ul style="list-style-type: none"> <li>- Positive work relationships are established and maintained, working together in a collaborative and open manner</li> <li>- Interpersonal communication is based on respect, ensuring others are treated with kindness</li> <li>- Staff meetings, as applicable, are attended and contributed to</li> </ul>
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### Professional Competency

Maintain appropriate level of professional competency in accordance to position requirements	<ul style="list-style-type: none"> <li>- Qualifications, including registrations and practicing certificates as applicable, as required for legal and safe practice are maintained</li> <li>- Knowledge of and adherence to best practice and legislation to work accountabilities is kept current</li> <li>- Own education and professional development is identified and advanced</li> </ul>
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### Person Specification<sup>3</sup>

Essential	Desirable
<p><b>Knowledge, Skills and Attributes</b></p>	
<ul style="list-style-type: none"> <li>- Has a comprehensive knowledge of one of the following: Event management; Social Media communication; data management; Grant applications; marketing.</li> <li>- Fast learner, proactive and eager to learn.</li> <li>- Proven organisational and time management skills.</li> <li>- Able to work as part of a team &amp; independently.</li> <li>- Confident, able to problem solve and resolve issues.</li> <li>- Good attention to detail</li> <li>- Creative, driven and a can-do attitude.</li> <li>- Able to assist with event installation and dismantle, which includes lifting.</li> </ul>	<ul style="list-style-type: none"> <li>- Understanding of Principles of Treaty of Waitangi.</li> <li>- Design skills</li> </ul>
<p><b>Experience, Technical/Professional Qualifications</b></p>	
<ul style="list-style-type: none"> <li>- Holds a tertiary qualification in a relevant subject.</li> <li>- IT skills to intermediate level in Word, Excel, Outlook, Power Point, Publisher, website maintenance (WIX), Mail Chimp, social media platforms such as Facebook and Instagram, CANVA</li> <li>- At least 2 years' experience working in a Fundraising, communications, or marketing role</li> <li>- Writing skills and experience for communications and marketing</li> <li>- Experience in the use of all types of media including, newspapers, radio, website development and maintenance, and social media to promote an organisation.</li> <li>- Social Media content calendar planning</li> <li>- Current car drivers' licence</li> </ul>	<ul style="list-style-type: none"> <li>- Qualifications in one of the following: Project/event management, Marketing, Communications, Fundraising, Community development.</li> <li>- Not-for-profit work experience.</li> </ul>

<sup>3</sup> Definitions and Management:

- Essential specifications are those which are non-negotiable to ensure the responsibilities and deliverables defined in this Position Description will be met. In the interests of growth and support of our people and the people in our community, Hospice EBOP may appoint or promote a person without these specifications, provided any minimum legal requirements are met, e.g. practicing certificates.
- Desired specifications are those which may be learnt or acquired on the job.
- Where a person holds a position without essential or desirables specifications, Hospice EBOP will endeavour to train or support the incumbent towards compliance, however this is at the discretion of the CEO with restrictions and constraints accounted for (e.g. budget, access to education, etc).



FUNCTION: Support  
STANDARD: HR Management

Review: 3 yearly  
Revised: July 2021  
Authorisation: Chief Executive

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