


<b>Position Description</b>		
<b>Position:</b>	Individual Giving Specialist	
<b>Purpose:</b>	To generate and maximise net revenue from individual giving and donations to support RDNZ to realise its vision and fulfil its mission	
<b>Reports to:</b>	RDNZ Chief Executive	
<b>Functional relationships:</b>	<ul style="list-style-type: none"> <li>• Communications Manager</li> <li>• Business Development Manager</li> <li>• Relationships Manager</li> <li>• Administration Officer</li> <li>• Finance Manager</li> <li>• Other members of the RDNZ staff team</li> <li>• RDNZ Board</li> </ul>	
<b>Direct reports:</b>	0	
<b>Hours per week:</b>	20	
<b>Location</b>	Wellington preferred, but flexible for the right candidate	
<b>Date:</b>	17 <sup>th</sup> April 2024	

### **Role requirements:**

Rare Disorders New Zealand (RDNZ) recognises that to both continue and strengthen its advocacy and support work it needs to diversify and grow its sources of income. This position has been created to develop, implement and manage an individual giving programme which will generate revenue from individual donors including regular donations, one off donations and bequests.

<b>Duties and responsibilities</b>	<b>Expected outcomes</b>
1. Establish, maintain and grow a database of individual donors	1. RDNZ's existing stakeholders, supporters contacts and potential new donors are encouraged and supported to regularly donate to RDNZ's work and cause
2. Establish and manage a new supporters and donors acquisition programme	2. Potential new donors are attracted to the RDNZ cause through public awareness initiatives, social and other media campaigns, events, telemarketing and other approaches.

<b>Duties and responsibilities</b>	<b>Expected outcomes</b>
3. Manage relationships and engage with individual donors	3. Donors are valued and feel connected with the RDNZ cause and contribute regularly and generously
4. Develop multiple individual giving channels	4. Existing and potential new donors have an array of on-line, digital, in-person and other options for receiving information about and contributing to RDNZ's work
5. Develop and implement a bequest programme	5. Existing donors, potential new donors and others who appreciate RDNZ's work are encouraged to remember RDNZ in their wills
6. Develop and implement a major individual donor programme	6. High net worth New Zealanders who care about the RDNZ cause are identified and influenced to be available to be asked for significant one off contributions to support specific and other initiatives
7. Be a functional, effective and positively engaged member of the RDNZ staff team	7. The RDNZ staff team value the IGS contribution to RDNZ's work, and there is mutual understanding of how each other's roles will be supported

**Experience and attributes:**

<b>Essential</b>	<b>Good to have</b>
<ul style="list-style-type: none"> <li>• A successful track record in developing and managing regular giving programmes</li> <li>• Well developed promotional and marketing awareness and skills</li> <li>• Results oriented with an enthusiasm for setting and achieving ambitious financial goals</li> <li>• A warm and engaging personality with excellent internal and external relationship management skills</li> <li>• Self-motivated with an ability to take ownership of the role, work independently, use initiative, and get things done without requiring close supervision</li> <li>• Active commitment to RDNZ's aspiration to be a better Treaty partner, with the ability to reach out to and communicate effectively with whānau Māori supporters</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of and empathy for people living with rare disorders</li> <li>• Good understanding of not-for-profit organisations</li> <li>• Health sector experience</li> <li>• Familiarity with RDNZ's nation Builder CRM</li> <li>• A willingness to "muck in" as needed</li> </ul>

Essential	Good to have
<ul style="list-style-type: none"> <li>• Demonstrated ability to reach out to and connect with people from all walks of life across the New Zealand population</li> <li>• Sound working knowledge of CRMs</li> <li>• Commitment to RDNZ's values, mission and vision</li> </ul>	

<b>Vision</b>	Best possible health and wellbeing for people and whānau living with rare disorders in New Zealand/Aotearoa.
<b>Mission</b>	To champion and amplify the collective voice of New Zealanders with rare disorders, advocating for access to world class and world leading health, disability, education and other services.
<b>Values</b>	<p><b>Aroha</b> – we will demonstrate love, compassion, empathy and respect for people living with rare disorders and we will support and encourage our stakeholders to do likewise</p> <p><b>Whakamana</b> – we will advocate assertively and constructively with strength and resilience, supporting communities of people living with rare disorders to be similarly empowered</p> <p><b>Manawa rahi</b> – we will steadfastly and stout-heartedly maintain an unwavering evidence-based commitment to the RDNZ cause</p> <p><b>Kotahitanga</b> – we will exhibit unity, cohesion and collaboration both internally as a team of staff and volunteers, and externally in our relationships both with New Zealand's rare disorders community and supporters, and internationally.</p> <p><b>Tiakitanga</b> – we will do everything we can to sustain, protect and respect the viability and reputation of our organisation, our fellow team members, those living with rare disorders and the physical, cultural and spiritual environments which sustain us</p>