



JOB DESCRIPTION MARKETING ASSISTANT

Date:	February 2024
Position:	Marketing Assistant
Responsible to:	Fundraising Operations Manager
Hours:	Permanent part-time 20 hours
Functional Relationships:	Internal Director of the Foundation Foundation team members
	External Media Outlets

Purpose

To ensure that Arohanui Hospice is promoted and marketed through a comprehensive plan aimed at attracting greater support for Hospice fundraising.

Work is developed in accordance with the Arohanui Hospice values.

Duties and Responsibilities:

Supporter Management

- Actively engage with fundraising streams such as direct mail, regular giving, Friends of Arohanui Hospice and Heritage Club
- Develop and implement a plan to expand the Arohanui Hospice marketing profile and fundraising commitments
- Work with the Management Accountant to identify and acquire strong donor prospects from the donor database
- Work with the Management accountant to identify key supporter groups for campaigns and communication from the donor database
- Manage the donor Customer Relationship System
- Ensure regular communication with donors and recognition of donations
- Support the Community Giving and Support Engagement Executive to further strengthen donor relationships

Communications

- Prepare and distribute our regular direct mail newsletter for donors and other newsletters for external groups
- Communicate Hospice news through the Arohanui Hospice website and social media sites
- Ensure that the website is updated, maintained and relevant

- Maintain good working relationships with local media outlets encouraging their interest in Arohanui Hospice
- Create content; good news, stories of interest, appeals, press releases, letter templates
- Handle some public enquiries and manage responses or assign as appropriate

Marketing

- Develop and maintain marketing and promotion tools
- Develop and implement promotion campaigns and strategies for fundraising activities
- Manage advertising campaigns including the annual radio contract

Digital Marketing

- Plan and execute digital marketing campaigns to grow audience awareness and financial support
- Coordinate data and analytics to generate insights across digital platforms
- Grow online audiences, generate new leads and drive conversion across platforms

Bequests

- Assist in developing and promoting a Bequests Programme
- Develop promotional material to communicate the Bequests strategy as a donor option

General Fundraising

- Work with the fundraising team to develop overall strategies to improve the annual fundraising income
- Assist in the development and maintenance of regular giving programmes and sustainable income streams
- Assist with promotional work on behalf of the hospice
- Assist with major fundraising events

To demonstrate acceptance and understanding of the Treaty of Waitangi and its principles

- Integrate the principles of the Treaty of Waitangi into practice wherever practical
- Is aware of appropriate cultural protocols and practices of Arohanui Hospice services.

Health & Safety

- Take responsibility for the health and safety of yourself and others, in partnership with the organisation
- Ensure all hazards are identified and reported

Person Specification

Skills, Qualities & Experience

- Donor/supporter management experience
- Experience of managing large, complex fundraising databases, including extracting, manipulating and analysing data (Fundraiser Pro or similar)
- Proven marketing and communication skills and abilities
- Proven skills in successful relationship building
- Proven experience of working with community organisations
- Ability to produce and present audience-appropriate information
- Proven ability to organise own workload, plan, organise and meet deadlines
- Excellent overall communication skills and superior written skills
- Proven ability to successfully resolve issues and problems
- Ability to cope under pressure and multi task
- Proven experience and knowledge of all Microsoft Office systems and the ability to learn new technology quickly
- Web content management (familiarity with basic coding desirable but not essential)
- Strong focus on attention to detail
- Proven ability in using initiative
- High degree of professionalism
- Clean unrestricted Drivers Licence

GENERAL RESPONSIBILITIES OF AN EMPLOYEE OF AROHANUI HOSPICE

The following responsibilities are shared by all Arohanui Hospice staff. Please read this section carefully as it contains important information that applies to your role every day.

Values	Behaviours
<p>Rangatiratanga Know the way, show the way We each lead by example</p>	<ul style="list-style-type: none"> • Wherever we are in the organisation we are each responsible for its success. • We strive for continuous improvement in every aspect of our work. • We create value and quality by setting high standards for ourselves, using our initiative and good judgement, respecting and supporting the roles of others.
<p>Whanaungatanga Together we are more</p> <p>We are connected by a powerful common purpose, enriched by each other, and bound by mutual respect for our cause</p>	<ul style="list-style-type: none"> • Understanding and valuing the part each person contributes is essential to our success. • We know the sum of our efforts is greater than the parts. So we stand together, shoulder to shoulder, never losing sight of our obligations to our families, our community, our stakeholders, our business partners and to each other
<p>Manaakitanga The power of human kindness</p> <p>We are thoughtful and responsive. We operate with integrity in our dealings with others</p>	<ul style="list-style-type: none"> • Thoughtfulness, warmth and kindness are central to our identity and enhance our mana. People are precious; we care about their safety and holistic wellbeing. We take pride in our services and in sharing them with others
<p>Kaitiakitanga We are all part of a legacy</p> <p>We have been entrusted with the wellbeing of our service and we are honour-bound to protect it and prepare it for the future</p>	<ul style="list-style-type: none"> • Our duty to our community is important to us. • Our services are precious (taonga), we protect and nurture them. • We are innovative and creative in working towards ensuring that all our operations are sustainable – economically, socially, environmentally and culturally.

Declaration

I have read and understand this position description. I understand that this position description does not specify every task to be undertaken and that I may be asked to perform other duties as reasonably required by the employer in accordance with the conditions of the position. This position description may evolve over time and may be amended by the employer following reasonable notice to me. I sign as confirmation of understanding and acceptance of the role and its key areas of accountability and expected outcomes and behaviours.

Employee's Signature: _____ **Date:** _____

Name: _____