

ROYAL FOREST AND BIRD PROTECTION SOCIETY OF NEW ZEALAND INC.

JOB DESCRIPTION

JOB TITLE

Regular Giving Specialist

PURPOSE

Responsible for the delivery of the regular donor fundraising programme achieving annual targeted income

SPECIFIC DUTIES & RESPONSIBILITIES

Regular Giving Programme

- Taking responsibility for the regular giving fundraising programme which comprises c.12,000+ donors and targeted annual income of over \$4.5M (2025)
- Managing the funds that agencies secure, tracking income and expenditure and monitoring KPIs.
- Acquiring and retaining high quality donors on a rolling programme.
- Managing suppliers including F2F /D2D and telemarketing agencies on multiple campaigns.
- Ensuring key messages are delivered to potential and current donors
- Provides direction and oversight to the Fundraising Administrator.
- Responsible for delivery of the failed payments process.
- Resolving donor complaints
- Researching ways of diversifying recruitment of regular supporters.

Communications

- Liaises with subject matter specialists for relevant, timely, content and local information
- Writing content for printed newsletters and emails
- Coordinating material with external suppliers (designers, printers etc.)
- Managing the communication of the annual tax certificates for all donors

Business Analysis and Insight

- Consulting on strategic issues as evidenced and supported by the data, in order to grow the fundraising programme.
- Working closely with the Data Insights Specialist to identify risks, patterns and analysis.
- Translating data into performance information to inform GMs decisions and planning.
- Acting on industry Benchmarking insights.

Finance

- Interacting with the Finance Team particularly on fundraising income and expenditure, reconciliations, projections and forecasting.
- Conducting reporting and analysis in conjunction with the Finance Team

Quality Assurance

- Listening to calls for quality assurance purposes and providing guidance and training to less experienced staff and agency workers as and when required.

General Fundraising

Providing general advice and input on other fundraising functions including getting involved with campaigns.

Key Relationships

- Fundraising Manager
- Colleagues within the Fundraising team
- Finance Team
- Business Services Manager
- Conservation Advocacy team members

- Communications team members
- Branch Support team members
- Conservation Project Delivery team members

External Relationships

- External contractors and suppliers (F2F, D2D, Telemarketing)
- Event companies and Private site operators
- Corporate partners and sponsors

GENERAL DUTIES & RESPONSIBILITIES

- Be punctual and work the hours and times specified.
- Prioritise workload to ensure work of the greatest importance to the business is undertaken with urgency and to a high standard.
- Support and help develop a positive workplace culture.
- Demonstrate excellent interpersonal communication skills.
- Responsibly manage all business resources within accountability levels.
- Undertake all duties and responsibilities outlined in this job description and all other duties as required by the business.
- Comply with all employment obligations.
- Promptly undertake to complete all reasonable and lawful instructions and directions given.
- Serve the business in good faith, promoting and protecting the business's best interests.
- During work time, and such other times as may be reasonably required, dedicate all effort to the execution and fulfillment of the duties, responsibilities, obligations, and instructions related to employment.
- Demonstrate through own actions a commitment to Health and Safety at work when undertaking work or observing others in the workplace.

SKILLS, EXPERIENCE & EDUCATION

- At least 5 years' experience of running a regular giving programme within a charity environment
- Experience working with CRMs (ideally Raisers Edge NXT) financial and data reporting.
- Strong analytical skills and working knowledge of market segmentation modelling and demographic profiling.
- Proven experience project managing, and delivering of multi-channel campaigns on time and within budget.
- Highly organised, disciplined, resilient, and capable of managing a wide range of competing priorities.
- Ability to lead, delegate, mentor and support other staff
- Ability to collaborate, prioritise, think strategically, applying common sense, judgement and insights.
- Excellent interpersonal relationship management skills, with an ability to relate across the organisation, with external agencies, and a diverse range of stakeholders, not least donors.
- Strong written and verbal communication skills
- Highly skilled at communications planning and content development for both print and web media.
- Experience using online Content Management Systems and Mailchimp, Vision 6 or similar.
- Highly proficient with MS Office suite.
- Awareness and understanding of conservation and environmental issues in Aotearoa New Zealand.