

Job Description: Communications and Fundraising Advisor

Position Title	Communications and Fundraising Advisor (part-time, 0.8 FTE, 32 hours a week)
Entity	Adventure Specialties Trust
Reports to (Title)	Chief Executive Office
Key Relationships	<ul style="list-style-type: none">· Chief Executive Office· Operations Team
Work Location	Henderson, Auckland

ADVENTURE SPECIALTIES TRUST VISION AND PRINCIPLES

Adventure Specialties Trust is New Zealand's leading outdoor education and adventure therapy programme provider. We use outdoor adventure to grow great communities.

Our work is award-winning work and transformational, helping people conquer obstacles that may otherwise appear too hard or too overwhelming. We use adventure and the power of New Zealand's wilderness to facilitate the holistic development of individuals, families, schools and communities.

AST is a faith-based, not-for-profit organisation. Christian values guide how we work alongside others. We allow space for people to connect with the land. We believe there is hope for all and that positive life choices can bring about change.

AST is community oriented and is committed to values of manaakitanga and mutual respect. We acknowledge Te Tiriti O Waitangi and its principles. We collaborate with community partners to achieve shared outcomes.

AST has more than 20 full time staff operating nationally from two centres. Our work is research-based, operates under a comprehensive set of operational and compliance guidelines and is externally audited. AST values sustainable practices for staff and participants, with a focus on education, fostering a greater appreciation of nature and environmentally-friendly practices. All staff are approved to work with young people by the New Zealand Police Vetting Service as a condition of employment.

MAIN PURPOSE OF POSITION

Fundraising

Leading our grant application processes and cultivating strong donor partnerships to maximise income opportunities. Implement Fundraising Strategic Plan strategies, including; working with the Operations Team to identify current and future needs and gathering supporting documentation to ensure the submission of successful proposals, growing national funding and application-based income streams and building relationships with new and existing donors.

Communications

Raising profile and deeper engagement with participants and supporters by curating content that aligns with the communications plan and supports fundraising objectives, programme delivery, organisational storytelling and branding.

RESPONSIBILITIES AND KPIs

Communications

Promote greater awareness and deeper engagement with AST participants and supporters through effective communications.

COMMUNICATIONS: Working with Management and Operations Team, and using existing templates, produce multimedia content to execute the communication plan including:

- digital and printed newsletters
- supporter eDMs
- programme information/proposals
- promotions, flyers and such

Develop and implement an editorial content calendar that aligns with the communications plan and supports communications objectives related to programme delivery, storytelling, branding and fundraising

- All materials produced to a high standard, to budget and in a timely manner
- Frequency of publications as per communications plan:
- Newsletter quarterly
- Campaign one-offs as required
- other publications as required

- Content calendar populated quarterly
- Supporter communications communicate a clear need and impact story and include a compelling call to action
- Supporter newsletter reviewed, investigating format and process

<p>BRAND: Maintain AST brand identity and its consistent application in design and tone across all outward-facing communications. Achieve this by reviewing, editing and proofing all outward-facing communications as required</p> <p>DESIGN: Coordinate internal design and printing requirements, including liaising with external designers and contracted service providers as required</p> <p>Work with external agencies to update templates for print and digital media, as required</p> <p>DIGITAL: Review and develop dashboard of digital metrics for website, social media channels and supporter eDMs</p> <p>Maintain ongoing website development, including content refreshing and SEO optimisation</p> <p>Manage social media content and grow engagement across digital channels</p> <p>Support the wider AST team in the creation of social media content that is on-brand and effectively communicates core messaging, as per communications plan recommendations</p>	<p>for increasing from two to four annually</p> <ul style="list-style-type: none"> · Devise and coordinate an internal proofing and sign-off process · All design and printing work delivered to deadline and budget · Conduct bi-annual print audit · Reviewed annually, update to be scheduled as required · Plan and measure success toward goals, with monthly reporting on each channel: <ul style="list-style-type: none"> - 3 x team posts per week on FB and Instagram - 1-2 team Instagram stories a month - 1 x team phone video a month - 1 x management team post on LinkedIn - 2 x blogs a month on website · Agree on social media engagement KPIs (likes, shares, follows)
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Fundraising

Work with AST senior staff to cultivate strong donor partnerships and maximise income opportunities. Provide administrative support to potential new opportunities such as corporate sponsorship, individual donor programme, events, appeals, in kind, online and marketing income streams for the purposes of income diversification.

Lead the fundraising and grant application process, working alongside the Operations Team to coordinate, review and submit proposals

Maintain funding systems and sound reporting for accurate donor communications and long term sustainability

Work closely with staff on programme developments to bring cohesion and alignment with funding opportunities

Support the senior team with exploring new funding opportunities and further development of the Fundraising Strategic Plan.

In partnership with senior staff, support the building of relationships with existing and new funders and supporters

- Devise and coordinate an internal application and sign-off process
- Proposal preparations are;
 - accurate
 - adherer to funder requirements
 - include programme and services or relevant supporting information that meets criteria
 - submitted on deadline
- Monthly reporting on funding activities and forecasting of income
- Ensure accountability reporting requirements fulfilled
- Ensure income is utilised for the purposes stated
- Maintain supporting documentation and update client success stores, quotes and statistical information
- Manage funding cycle database
- Maintain funding income allocation records
- Support accounts administration to maintain donor records and related donor communications
- Research and investigate grant and trust funds:
 - with strong alignment with the purpose and outcomes of AST values and service
 - including operational, capital and program grants, giving preference to operational
- Incorporate into funding cycles to widen range of funding opportunities
- Collaborate to bring knowledge and information on potential avenues for funding that match programme developments

<p>Maintain an understanding and awareness of the fundraising environment</p> <p>Take an active interest in the cause, purposes and services of the trust to bring a full understanding of the organisation</p> <p>Take on other tasks consistent with the role, as and when necessary</p>	<ul style="list-style-type: none"> · Detailed updates on achievement of fundraising goals, forecasts, funding health, applications submitted, proposed, approved or declined · Meet face to face with all funders over 10k. Phone contact maintained with all others. · Established contact with 5 new funders. · Increase annual income from applications by at least 10%. · When communicating with funders ensure appropriate communication and helpful assistance in response to application queries and details. Timely provision of additional information · Research, networking, mentored, FINZ seminar attendance, professional development or other education activities to maintain awareness. · Attendance at relevant programmes and related meetings. · Contributes towards the culture of Adventure Specialties Trust in a consistently positive way. · Demonstrate willingness to be an active part of the Adventure Specialties Trust team
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KNOWLEDGE, SKILLS, EXPERIENCE AND CAPABILITIES

Qualifications	<ul style="list-style-type: none"> · Minimum of 3 years experience in Fundraising and/or Communications
Skills and Knowledge	<ul style="list-style-type: none"> · Excellent communication, written and content creation skills · Ability to write compelling funding proposals with flair and passion capturing the essence of the AST's objectives · Excellent interpersonal and relationship building capabilities · Experience with digital engagement and SEO analysis · Strong administration abilities with attention to detail · Experience in grants and/or funding applications · Knowledge of financial and budgeting processes · Proficient at research, analysis and interpretation of information, including financial data and formulas · Knowledge of Microsoft suite, Adobe and WordPress or equivalent · Knowledge of Workflowmax if possible, but training in this can be provided · Strong time management and time management tools · Understanding of AST's philosophy, purpose and objectives · Christian values and principles · Cultural awareness
Employment Prerequisites	<ul style="list-style-type: none"> · An up to date declaration of Criminal Conviction and Major Traffic Offences. · New Zealand Police vet. · A current, full Class 1 drivers licence.