



POSITION DESCRIPTION

Donor and Bequests Relations Officer Multiple Sclerosis Auckland

POSITION TITLE:	Donor and Bequests Relations Officer
REPORTING TO:	General Manager
HOURS:	16 hours per week (either 2 or 3 days)
EMPLOYMENT TYPE:	12 month fixed-term contract Possibility of renewal or permanent position
BASED:	Office in Takapuna with some flexibility for remote work
REMUNERATION:	\$30,000

ORGANISATIONAL BACKGROUND

Multiple Sclerosis Auckland is dedicated to its mission of *People living well with Multiple Sclerosis*. It provides information, advocacy and services for Aucklanders living with Multiple Sclerosis. A registered Charity and Incorporated Society, it celebrated 50 years of serving the Auckland community in 2015. Much of MS Auckland's work is undertaken by volunteers.

Only 8% of Multiple Sclerosis Auckland's work is funded by the Ministry of Health and therefore it relies heavily on community support by way of donations to continue its activities.

POSITION OVERVIEW

The Donor and Bequests Relations Officer will grow and maintain a community of bequestors and regular givers to the Society. This is a unique and exciting opportunity for someone to use their relationship building, communication and social media skills to make a difference in the lives of people living with MS. This is a new position with scope for the incumbent to have input into the development of a community engagement strategy. The key objectives of this role are:

1. To grow the number of donors and known bequestors
2. Strengthen relationships with existing donors and known bequestors, and grow the number of donors and bequestors
3. Build community, and increase engagement and communication with that community
4. Work with the wider team to develop profile and exposure in order to enable a larger audience to choose to support the work of MS Auckland
5. To highlight benefits of supporting, and the ways in which people can gift to MS Auckland with bequests and donations

Main responsibilities

	Tasks	Expected Outcomes
1	Donor relationships	<ul style="list-style-type: none">• Personally thank donors by phone or visit• Develop, implement and maintain a programme of care for all known confirmed bequestors

		<ul style="list-style-type: none"> • Provide regular touch points (birthday cards, personalised receipts, invitations to special events) with committed and potential bequestors • Increase regular giving to the Society • Contact lapsed regular givers to identify any barriers or issues • Compile all donor feedback • Ensure all donation and bequest enquiries are resolved in a timely manner • Ensure current and potential donors and bequestors are receiving appropriate regular communications • Develop donor profiling • Conduct an annual survey of donors
2	Profile raising	<ul style="list-style-type: none"> • Utilise and grow stories of members, donors and bequestors to highlight MS Auckland's kaupapa and the benefits of supporting the Society • Growth the number of donors • Work with the General Manager and Office Manager on campaigns and with social media to ensure consistency of messaging and help grow a pipeline of potential donors and bequestors • Develop tools that help gain buy-in and confidence in MS Auckland's kaupapa
3	Written and visual communications	<ul style="list-style-type: none"> • Conduct a minimum of two posted donor mail appeals each year • Utilise electronic and social media channels for fundraising • Personalised written communication with donors
4	Reporting	<ul style="list-style-type: none"> • Prepare monthly revenue and progress reports for General Manager in agreed format

Essential skills

- Experience and knowledge in the acquisition and management of bequestors and donors
- Demonstrated experience in building, retaining and strengthening relationships
- Demonstrated ability to work alone and also connect into a team environment and goals
- Good time management, administrative and office management skills
- Attention to detail and good written communication
- Working knowledge of the principles of privacy and confidentiality
- Experience in using social media for fundraising

The ideal person for this role will also have

- A background in working for Not for Profits – especially in regard to donor relationships
- Strong people skills with the ability to communicate, relate and build positive relationships with a range of people. Maturity, sensitivity and patience
- Creative writing skills
- Attention to detail and strong database experience
- Excellent organisational and time management skills
- Results orientation – working through each aspect of a task or project, driving through to completion
- A track record of reliability and integrity; consistently following up in a timely way, and meeting expectations of all stakeholders
- Initiative/innovation: ability to work unsupervised; being proactive and self-motivated, introducing original ideas, applying new methods and being creative
- A desire to make a difference to the future of Aucklanders living with Multiple Sclerosis