

POSITION DESCRIPTION DEVELOPMENT MANAGER

POSITION:	Development Manager
REPORTING TO:	Principal
DIRECT REPORTS:	Nil
LOCATION:	Karori, Wellington, New Zealand
DATE	March 2025

POSITION PURPOSE

The Development Manager is responsible for leading the delivery of the Marsden Foundation fundraising strategy. The focus of this strategy will be on continued long-term revenue generation for Marsden through building relationships and securing financial support from major donors, corporate sponsors and bequest donors, as well as managing regular giving, trust and grant applications and appeals.

The Development Manager will be responsible for database management, and creating alumnae communications. The job holder will have excellent relationship management and donor stewardship skills, and the ability to work strategically and develop a long-term understanding of all aspects of both operational and capital fundraising at Marsden. The Development Manager will be experienced in closing high level asks and will have the skills and knowledge to review and revise the fundraising strategy as required.

The Development Manager will work collaboratively with other Development Office staff, including Marketing and Finance. This is a permanent full-time position.

FUNCTIONAL RELATIONSHIPS

INTERNAL

- Foundation Board Members
- Principal
- Chief Operating Officer
- Business Development Manager
- Marketing and Communications Manager and Digital Specialist
- Archivist
- Marsden Old Girls' Association (MOGA)
- Marsden Parent bodies

EXTERNAL

- Individual Donors
- Businesses

- Trust and Foundation Grant Funders
- Corporate Sponsors
- Educational organisations (ISNZ, EducatePlus etc)
- Marsden local community suppliers

RESPONSIBILITIES

The successful candidate's main role will be connecting with individuals, businesses and community groups in order to obtain financial support and develop long-term relationships that are authentic and sustainable.

Donor stewardship and recognition will be a very important part of the Development Manager's tasks; this includes regular meetings with different types of audiences and developing appropriate communications and acknowledgements.

The different fundraising streams require a personalised approach with individual prospects; the Development Manager will therefore have excellent relationship building and the ability to create succinct, customisable collateral and communications across multiple platforms.

The key responsibilities of the role for each target audience are as follows:

1. MAJOR DONORS

- Working with Foundation Board Members, Management Board Members and volunteers to research and identify individual prospects
- Developing background documents before approaching prospects
- Making contact with prospects and building relationships with them, this includes phone, email and face-to-face contact
- Directly asking for a financial contribution from prospects (with support as appropriate)
- Recognising major donors through membership of the Ad Summa Circle
- Organising and managing events for prospects and members of the Ad Summa Circle (with support)
- Developing and managing appropriate gift acknowledgements
- Planning regular communications and stewardship

2. BEQUEST PROGRAMME

- Developing a Bequest programme
- Developing bequest collateral and managing its distribution
- Developing and managing appropriate recognition and acknowledgement of bequestors
- Planning regular communications and stewardship

3. PARTNERSHIPS WITH BUSINESSES

- Researching and identifying suitable businesses to approach
- Developing sponsorship policy
- Preparing comprehensive proposals, including different giving tiers and appropriate acknowledgements for each of them
- Directly asking for a financial contribution from businesses
- Planning regular communications and stewardship

4. REGULAR DONORS

- Developing and implementing a regular giving policy i.e. considerations around approaches to families, ensuring permission is obtained to contact individuals, identifying communication channels, developing a stewardship plan, etc.
- Developing tiers of giving options, including tagging donation amounts funds within the Foundation
- Developing and executing a regular giving programme including development and roll out of communication to prospects

- Recognising regular donors through membership of the Ad Summa Circle
- Developing a communications plan to update, engage and thank regular donors

5. APPEALS

- Developing an annual appeal campaign, including setting a cause proposition and funding priorities
- As required, spearheading specific, targeted appeal campaigns, facilitating delivery of these and ensuring alignment with strategic priorities
- Creating all necessary collateral across multiple platforms
- Analysing data to determine audiences and audience responses

6. MOGA (MARSDEN OLD GIRLS' ASSOCIATION) LIAISON

- Supporting MOGA in achieving its goals and aspirations
- Providing liaison between MOGA and the school to ensure shared understanding and alignment
- Maintaining open and proactive communication with MOGA Chairperson
- Attending and supporting MOGA meetings and events
- Providing administrative support: meeting communication, social media (with Digital Specialist), preparation and circulation of materials for AGM

7. PARENTS AND FRIENDS GROUP LIAISON

- Supporting the Parents and Friends groups in achieving their goals and aspirations
- Providing liaison between the Parents and Friends groups and the school to ensure shared understanding and alignment
- Maintaining open and proactive communication with Parents and Friends sub-committee leads
- Attending and supporting Parents and Friends community and fundraising events
- Providing administrative support: meeting communication, social media (with Digital Specialist),

ALL TARGET AUDIENCES

- Keeping detailed records: ongoing management and update of donor database
- Data analysis/trend finding/prospecting
- Receipting of donations, fiscal responsibility
- Monitoring and measuring audience responses to campaigns etc
- Reporting updates to the Principal, and the Marsden Foundation Board
- Leading the annual review of the fundraising strategy

RISK MANAGEMENT

- The Development Manager manages risks associated with the development and delivery of work related to the position. The position will ensure that any delivery risk is monitored and managed on a day-to-day basis.
- Identify potential risks and mitigation strategies.
- Monitor compliance with solutions and escalate risks or issues to when appropriate.
- Take action in accordance with Health and Safety Policy and the Health and Safety at Work Act. Take ownership and responsibility for your own personal health and safety.

OTHER TASKS

Any other tasks as required from time to time by the Principal.

PERSON SPECIFICATION

The ideal person for this position will have the following experience, skills, and attributes:

- Demonstrated understanding of fundraising research principles, techniques and strategies
- Excellent networking abilities (established networks in Wellington are desirable but not essential)
- Proven and effective relationship development, management and closing skills
- Ability to work comfortably with a wide range of people within the community
- Excellent relationship management skills; the ability to work with board members, senior managers and key stakeholders
- Knowledge of event and project management
- High level of written and oral communication skills
- Proficient in Microsoft Office, including Word, Excel and PowerPoint and Google Suite applications
- Database management skills
- Tech-savvy with ability to quickly pickup new technology and learn new systems
- An understanding and appreciation of the culture and values of Marsden

EMPLOYMENT TERMS

REMUNERATION

Remuneration package will be negotiated depending on skills and experience.

HOURS OF WORK

Full time, 40 Hours per week, Monday to Friday. The Development Manager role requires considerable flexibility in working hours including attendance at some evening and weekend events. It is likely that there may be requirements to work outside the school's core hours (8am – 5pm). Where this occurs, it is not anticipated that the Development Manager will be required to work more than 40 hours in total per week.

This document is subject to reasonable amendments from time to time by the employer and reflects the changing requirements of the position.