

Burnett Foundation Aotearoa

POSITION DESCRIPTION

Position	Peer-to-peer and Events Specialist
Employment Basis	Permanent, Full time (37.5 hours per week)
Location	National Office, 31-35 Hargreaves St, Ponsonby, Auckland
Reporting to	Fundraising Manager
Team Purpose	This role sits within Burnett Foundation's fundraising team which is responsible for generating income to fund Burnett Foundation's services, programmes, and activities. The fundraising team channels include individual giving, peer-to-peer events, philanthropy, grants, sponsorship and key partnerships.
Direct Reports	N/A
Key Internal Relationships	<ul style="list-style-type: none"> • Fundraising Manager • Fundraising Team • Head of Marketing, Communications and Fundraising • Chief Executive • Marketing Team • Communications Team • Services and Outreach Team • Shared Services Team • Policy and Science Team
Key External Relationships	<p>Key organisations and individuals relevant to Burnett Foundations fundraising programme. This includes:</p> <ul style="list-style-type: none"> • Current and potential donor base • Fundraising suppliers • Past event fundraising participants, including workplaces and teams • Corporate partners • Communities affected by HIV, especially gay, bisexual and other men who have sex with men (GBM) and people living with HIV (PLHIV) • Other organisations, individuals or groups working to improve HIV, sexual health or rainbow health
Role Purpose	<p>The Peer-to-peer and Events Specialist will:</p> <ul style="list-style-type: none"> • Deliver our peer-to-peer and event income streams with support of the Fundraising Manager, fundraising team, and external agencies • Develop comprehensive digital journeys that maximise the engagement and value of participants • Foster new, and nurture existing relationships with participants, including workplaces and schools • Show love to our fundraisers through genuine relationship management • Support the sponsorship and partnership programme

Who we are

Burnett Foundation Aotearoa (formerly New Zealand AIDS Foundation) has been at the forefront of the community response to HIV in Aotearoa for more than 30 years, a history we're very proud of.

With the same passion and commitment as those who came before us, we are working hard to prevent HIV transmission, reduce stigma and maximise the wellbeing of those most affected.

Through our community engagement, behaviour-change marketing campaigns, and testing and therapeutic support services, we reach people across the country.

As a registered charity, our work is made possible through funding from the Ministry of Health, passionate trust foundations and donations from like-minded individuals who share our vision. Together, we are working towards an Aotearoa with zero HIV transmissions where people living with or affected by HIV flourish.

Key Areas of Responsibility and Ownership

Peer-to-peer

Work with the Fundraising Manager and fundraising team to:

- **Deliver our calendar of Peer-to-Peer Fundraising Events:** Oversee the full lifecycle of our peer-to-peer (P2P) fundraising events, including campaign development, promotion, recruitment, fundraising, and coordination of event collateral. This includes working with multiple suppliers to ensure smooth delivery of events and materials.
- **Develop engagement strategies:** Design and implement strategies to engage participants and workplaces to increase the uptake of our peer-to-peer events. Your goal will be to create meaningful engagement journeys that foster stronger, long-term relationships with our participants.
- **Stakeholder management:** Act as the key contact for stakeholders, managing relationships with organisations, schools, and teams. Handle participant inquiries with professionalism and poise, providing support via telephone, email, and mail as required to ensure participants feel valued and supported throughout their fundraising journey.
- **Manage digital fundraising initiatives:** Lead the management of our social media and website content to promote P2P fundraising efforts.
- **Coordinate incentives and prizes:** Innovate by developing and implementing fresh incentives to motivate participants and increase fundraising outcomes. Oversee the distribution of incentives, prizes, and mailouts, ensuring participants are rewarded and motivated throughout their engagement.
- **Grow Peer-to-Peer Fundraising Year-Round:** Actively promote and drive participation in P2P activities throughout the year, identifying and implementing new opportunities for growth and engagement.

Event Fundraising

- Act as a key person delivering the annual Big Gay Out festival
- Support the event producer in the communication and promotion of market stalls at the event
- Support the acquisition of corporate partnerships, and in the management of these relationships year-round
- Create and manage fundraising resources, to ensure we have merchandise to sell at the event
- Develop new ways to grow fundraising revenue from the event, in partnership with the event team
- Respond to enquiries relating to revenue generation
- Support the fundraising team to deliver the sponsorship and partnership programme as necessary
- Continuously look for new opportunities to improve and grow the fundraising programme from other events

General Fundraising

Outside of the event periods, you may also support the fundraising team to deliver our wider fundraising strategy (refer 'Team Purpose'), including but not limited to:

- Support the delivery of our individual giving programme
- Contribute to the growth of a relationship giving programme
- Support the management of resources and stock
- Contribute to strategic reviews, evaluations, annual planning and budget management

Self-Development

<ul style="list-style-type: none"> • Through Burnett Foundation Performance Review process, establish personal/professional development needs/goals that support success in the role of Fundraising Specialist Peer-to-Peer. • Maintain familiarity with relevant evidence and best-practise in HIV prevention and health promotion.
Health & safety and Wellbeing
<ul style="list-style-type: none"> • Proactively support the creation of a positive health and safety culture at Burnett Foundation. • Ensure a clear understanding and knowledge of health and safety policies and procedures. • Ensure a clear understanding of the hazards and control measures associated with daily operations at Burnett Foundation. • Contribute to a positive and inclusive work environment, one that respects each other and values diversity.
Any other reasonable task which is consistent with the overall purpose of the position.

Skills, Experience & Qualifications.	
Essential	<ul style="list-style-type: none"> • 3 + years' experience planning and delivering digital or physical peer-to-peer fundraising events. • Strong Project Management Skills: Ability to plan, execute, and manage multiple P2P events simultaneously, ensuring all elements are coordinated efficiently. • Digital Fundraising Expertise: Familiarity with digital acquisition and engagement strategies and confidence using social media and creating digital content to engage participants. • Copywriting Skills: Craft compelling engagement journeys, develop persuasive content for websites, social media, and email campaigns, and align messaging with our overall fundraising goals. • Relationship Management: As the primary contact for participants and organisations, you'll excel in building and maintaining relationships, providing excellent support, and fostering long-term engagement. • Proficiency with Email Marketing Platforms and CRMs: Confident using email marketing tools and CRM systems to manage supporter data, segment audiences, and execute targeted campaigns to maximize participation and fundraising. • Ability to work and communicate effectively with the diverse groups impacted by HIV in Aotearoa New Zealand. • Self-motivated and able equally as effectively in a team environment. • Demonstrated organisation skills with keen attention to detail and proven ability to manage multiple projects simultaneously. • Ability to problem-solve, prioritise work effectively, manage changing and conflicting demands and expectations. • Professional approach to sexuality and sexual issues.
Preferred	<ul style="list-style-type: none"> • Experience enhancing physical event fundraising initiatives. • Experience creating, managing, and tracking event budgets, including reconciling expenses, analysing and projecting trends, and producing reports is preferred. • Experience soliciting, fundraising, and closing corporate partnerships. • Knowledge of HIV, sexual health issues and specific health issues facing men who have sex with men in New Zealand. • Lived experience in one or more of Burnett Foundation's priority populations (men who have sex with men, people living with HIV, trans and non-binary, Takatāpui and Māori, people from high HIV prevalence countries, and other rainbow communities). • Previous experience in HIV prevention work. • Knowledge and/or experience of the not-for-profit sector.
Technical / Practical	<ul style="list-style-type: none"> • Ability to work flexible hours • Understanding and ability to manage personal/professional boundaries. • Excellent oral and written skills in English. • Excellent computer skills including Microsoft Office programmes.

Cultural Responsiveness	We welcome applications from prospective employees who already have some knowledge of Tikanga Māori and Te Reo Māori. It is essential that all employees demonstrate willingness to learning in these areas.
Qualifications	A qualification or technical training in at least one of: Fundraising, Marketing, Customer Service. Equivalent work experience may be considered in lieu of a qualification.

Position Description Acceptance

I _____ (employee) _____ (date)

have read and agree to accept and work by the above Position Description.

I _____ (manager) _____ (date)

agree that this Position Description is accurate and current.