

Palmerston North City Council

Job Profile



Position Title	Fundraising Specialist and Relationship Manager
Reporting to	Commercial Advisory Manager
Unit	Finance
Date Updated	March 2019

Our Vision and Goals

Council's new vision for Palmerston North is 'Small city benefits, big city ambition'. This vision is about Palmerston North competing on opportunity, not just on lifestyle and affordability, in order to thrive in a growth-orientated environment. To fulfil this vision, Council has adopted five goals:

1. An Innovative and Growing City
2. A Creative and Exciting City
3. A Connected and Safe Community
4. An Eco City
5. A Driven and Enabling Council

These capture our desire for Palmerston North to be recognised for its great quality of life while at the same time offering the lifestyle, education and business opportunities available in much larger cities. In New Zealand, the competitive regional prosperity stakes have been raised by population flows away from big cities, by technologies levelling the playing field for lifting city services and experiences, and by a coalition government that places greater value on regional development.

Palmerston North is seizing opportunities to attract, to connect, to service and to delight high-value industry, businesses, residents and visitors by becoming New Zealand's most desirable regional city. We are on a quest to be innovative, connected, driven and growing. To govern well, and build Council's leadership, culture, capability and capacity. The Council has embarked on a major transformation programme challenging staff of 600 to 'Be the difference'.

Our Principles

Our principles of being inclusive, ambitious, enabling, open, bold and guardians support the Vision and our goals for Palmerston North City. Our values are evolving under the transformation programme to reflect the aspiration for the city to reach its potential and capitalise on its strengths.

Context

The role of the Finance business unit is to ensure the integrity and efficiency of finance functions at the Council to ensure stability, strengthen financial performance and organisational sustainability. This includes effective strategic and operational management of financial controls, decision support and risk management.

The Finance unit supports the strategic goal of becoming a 'driven and enabling Council'. The organisation's priorities for the way we work to be driven and enabling are:

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- Be a customer-centric Council
- Develop and actively seek partnership opportunities
- Strengthen our leadership and culture
- Make the organisation more financially sustainable
- Transform our service delivery through digital technology
- Excel in good governance

Within the Finance Unit, the Commercial Advisory Team is focused on partnering with managers and staff across the Council; developing and maintaining healthy, collaborative and effective relationships with external partners; providing advisory services to support decision making; and securing revenue opportunities.

Role Purpose

The Fundraising Specialist and Relationship Manager proactively seeks, pursues, and secures external funding to ensure that identified projects are able to proceed for the benefit of the community and ratepayers.

Responsibility for Managing Staff

This position has no responsibility for directly managing staff. However, the Fundraising Specialist and Relationship Manager may at times lead project teams where multi-disciplinary skills are required for the development of external funding bids.

Key Areas of Responsibility

- Develop an External Funding Strategy, targeting key funding opportunities in relation to the Council's strategic priorities.
- Build, develop and maintain strong networks and long-lasting relationships with funders and supporters.
- Identify and pursue funding opportunities, regionally and nationally, and identify those that will assist in meeting Council objectives.
- Provide timely and high-quality information, guidance and advice on appropriate external funding opportunities.
- Apply for and/or provide support and advice on the preparation and submission of corporate funding bids.
- Advise and assist staff on the criteria, processes, risks and assessment procedures governing potential funding streams.
- Initiate business case development and ancillary project planning when documentation is required for funding applications or fundraising activity.
- Lead the establishment of project teams, scoping in staff from across the Council, where multi-disciplinary skills are required for external funding.
- Set up appropriate monitoring and review systems for external funding and ensure accurate records of all activities are maintained.
- Coordinate and/or prepare accountability reports for funders as needed to meet their individual requirements.
- Report to the Chief Executive and Internal Funding Board as required.

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Please note: Key areas of responsibility are likely to develop and change over the course of an employee's tenure at Council as the employee grows in skills and competencies. These key tasks and areas of responsibility are not an exhaustive list, nor will they remain static. The annual Performance, Planning and Evaluation (PPE) will supersede this job description. In addition, employees may be asked to do tasks outside of this description as and when required.

Risk Management accountabilities for all employees

- **Council Policies and Procedures:** Ensure compliance with applicable council policies and procedures.
- **Environmental:** Reduce environmental impacts that may arise from work. All activities and communications must be conducted in accordance with applicable environmental laws and council policies. Promote the proactive management of environmental issues associated with conducting business.
- **Health & Safety:** Comply with Health and Safety obligations (e.g. observe and practice safe work methods, ensure your own safety and that of others, report any hazards or potential hazards immediately, use protective equipment and wear protective clothing provided where appropriate, only operate equipment that you have the necessary license and skills to operate, make unsafe situations safe or report unsafe working conditions to your supervisor, report all accidents including near misses promptly).
- **Employment Legislation:** Comply in full with employment legislation and adherence to applicable policies in the areas of employment, EEO and recruitment.

Key Relationships

Internal: (includes but not limited to)

- Mayor
- Chief Executive
- Executive Leadership Team
- Internal Funding Board
- Marketing and Communications Team
- Head of Events and Partnerships
- Manager – Venues PN
- Sales and Marketing Manager Venues
- Other Staff throughout the organisation as required for specific projects

External: (includes but not limited to)

- Potential and current funders, sponsors and donors
- Members of the public
- Professional advisors
- Suppliers

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Typical knowledge, skills, and attributes:

Qualifications and Experience

- Tertiary qualification or similar professional qualification in a relevant field (e.g. business, marketing)
- Member of the Fundraising Institute of New Zealand (FINZ)
- Sound understanding of fundraising principles and ethical practice
- Proven experience and success in identifying and securing funding opportunities
- Well established professional networks with public and private funders and sponsors within the New Zealand business and stakeholder community
- Expert knowledge of relevant national and regional funding sources and requirements
- Experienced in advising and guiding colleagues and partners on aspects of external funding policies, legislation, and opportunities
- Experienced in formulating project plans and devising business cases
- Full, clean NZ driver's licence

Skills and Attributes

- Tenacious with a high degree of self-motivation and resilience
- Able to identify and pursue opportunities with passion and energy
- Innovative and entrepreneurial in nature with a commercial focus
- Warm and engaging and able to build trust quickly
- Proven ability to seek, build, and leverage strong relationships
- High degree of initiative and able to work autonomously with minimal supervision
- Comfortable in ambiguous situations
- Well-developed business, political, and financial acumen
- Able to analyse data and come to sound decisions
- Highly skilled communicator, able to express thoughts and ideas clearly and effectively to a wide range of people from varying backgrounds in a sensitive and professional manner and in a variety of formal and informal situations (written, over the phone, and face to face)
- High degree of integrity and able to maintain strict confidence especially when dealing with sensitive and confidential information
- Highly organised and able to prioritise, multi task and work to time frames and/or under pressure whilst maintaining professionalism (both in manner and delivery of work)
- Proficient in Microsoft office applications especially Excel, Word and Outlook
- Adaptive and flexible in approach and willing to work outside normal hours to fulfil the requirements of the position

Remuneration

The salary for this position is from **\$85,000** to **\$100,000** depending upon the skills and experience of the applicant.

The Council has a philosophy of rewarding excellence and provides for additional rewards based on performance, which can be paid at Management's discretion.

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Competencies

Core	
Service	<ul style="list-style-type: none"> ▪ Recognises the diversity of customers, and adapts approach and style to meet their needs ▪ Offers customers a range of solutions to problems ▪ Demonstrates commitment to delivery of agreed solutions ▪ Delivers and follows up on solutions ▪ Seeks and gives feedback from customers ▪ Looks for where improvements can be made to systems and processes
Communication	<ul style="list-style-type: none"> ▪ Clearly communicates messages in a clear and concise manner ▪ Uses the most effective method and style of communication for the target group and the situation ▪ Uses active listening techniques including reflection and paraphrasing ▪ Shares ideas appropriately ▪ Recognises and minimises barriers to communication
Business Ethics	<ul style="list-style-type: none"> ▪ Demonstrates integrity, honesty, and commitment ▪ Acts ethically in all dealings ▪ Is equitable and ethical in the treatment of others ▪ Is prudent in financial dealings
Information Technology	<ul style="list-style-type: none"> ▪ Has an appropriate level of skill in computer software relevant to the requirements of the role. Is confident to try new software ▪ Looks for ways to improve efficiency through the use of technology - takes advantage of technology to achieve goals
Health & Safety	<ul style="list-style-type: none"> ▪ Proactively seeks and provides input into health and safety improvements in their work environment ▪ Promotes and participates in a healthy and safe work culture ▪ Keeps up to date with health and safety legislation and regulations relevant to the work they carry out
Role specific	
Project Leadership	<ul style="list-style-type: none"> ▪ Scopes projects effectively and secures necessary resources to achieve agreed outcomes. ▪ Communicates and sells the project to key stakeholders. ▪ Builds strong relationships in order to achieve the project goals. ▪ Monitors progress and undertakes corrective actions as necessary. ▪ Demonstrates resilience, able to maintain performance over an extended period.
Relationship Building	<ul style="list-style-type: none"> ▪ Has internal and external networks, values and utilises diversity that enables better service delivery. ▪ Understands stakeholders' needs and delivers on commitments.
Teamwork	<ul style="list-style-type: none"> ▪ Understands team dynamics and actively contributes to the team
Professional Skills	<ul style="list-style-type: none"> ▪ Has developed a body of relevant and current professional knowledge reflected by an appropriate qualification. ▪ Knowledge of relevant legislation. ▪ Demonstrates a commitment to regularly updating and extending knowledge base and relevant skills (takes opportunities for professional development). ▪ Membership of a professional body. ▪ Practical experience in the field over a number of years; familiar with all facets of the profession required by PNCC.
Coaching and Mentoring	<ul style="list-style-type: none"> ▪ Passes on professional and organisational norms.
Organisational Achievement	<ul style="list-style-type: none"> ▪ Proactively plans work and utilises resources in the most effective and efficient way. ▪ Ensures actions are aligned with the vision and direction of the organisation. ▪ Makes appropriate decisions, taking into consideration impacts and risks. ▪ Achieves own goals and helps others achieve theirs. ▪ Reports regularly on progress.