

POSITION DESCRIPTION



Role Title: General Manager Advocacy, Marketing and Fundraising

Business Group: Advocacy, Marketing, Fundraising and Communications

Reporting to: Chief Executive

Responsible for: Marketing Manager
Fundraising Manager
Advocacy Advisor
Graphic and Multimedia Designer

Barnardos is New Zealand's leading children's charity, doing more for Kiwi kids. Every year our services and people make a real and positive difference in the lives of thousands of children, young people and their families.

Our vision / moemoeā

An Aotearoa New Zealand where every child shines bright.

Our mission/kaupapa

Be the voice and greatest fan of the next generation

Shape brighter futures via early education and targeted social services

Create insightful ways to empower tamariki/children to shine bright

Our Guiding Principles

Kotahitanga – Unity

Mahi tōtika – Do the Right Things Well

Ata Whakarongo – Hear with Intent

Māiatanga – Realise Potential

Kaikōkiritanga – Progress with Purpose

Purpose:

The General Manager will lead advocacy, communications, fundraising and marketing strategy and delivery. As a key member of the Executive Leadership Team the position will be accountable for delivering on all matters relating to brand, marketing, fundraising, communications, media engagement and organisational profile.



With the combination of functions, this role is critical to ensuring the Barnardos vision for children and families is highlighted, generating sustainable fundraising outcomes while managing effective marketing of services. The role is central to positioning Barnardos as a credible and professional source of information and applied expertise on children's issues, supporting Barnardos' profile as a thought-leading national children's charitable non-Government organisation (NGO).

This position will also support the Chief Executive through the development of the Barnardos' Advocacy strategy for system-level change to support the needs, rights and wellbeing of tamariki/children in Aotearoa New Zealand. The position will oversee and manage the Advocacy Work Programme.

Purpose of the Business Group:

The marketing, fundraising and communications functions support the strategic plan delivery through quality planning and execution of marketing communications and fundraising across Barnardos. The function will increase revenue through the identification and implementation of new and improved approaches to fundraising, deliver strong brand recognition (through multiple channels), lifting the profile of Barnardos Early Learning and understanding of Barnardos and the valuable work we do to support an Aotearoa where every child shines bright.

The advocacy function supports Barnardos to deliver on its responsibility as a national children's NGO to influence systems-level change that impacts positively on children's everyday lives. The team lead and support Barnardos to influence the Government and other key decision-makers to implement systemic changes that support better outcomes for children and families

Key Result Areas

Strategic Leadership:

Outcome: There is a strong strategic direction for Barnardos through brand and advocacy to support a sustainable and robust organisation and deliver systemic change for children and whanau

Key responsibilities include:

- Provide leadership and direction for the provision of advocacy, marketing, fundraising and communications functions
- As part of the executive leadership team; contribute to the strategic direction of Barnardos and the delivery of the strategic goals and direction of Barnardos
- Ensure that Barnardos and its vision, programmes and services are consistently presented in strong, positive ways to stakeholders



- Contribute to the development of policies, legislation and practices that advance the rights of children and their effective participation in decision making that advance implementation of the UN Convention on the Rights of the Child in Aotearoa
- Ensure the 'voices of tamariki/children' and whanau are represented and reflected in Barnardos work

Advocacy:

Outcome: Barnardos Advocacy effectively and strategically contributes to systemic change for children and whanau in Aotearoa New Zealand

Key responsibilities include:

- Lead the development and implementation of the vision, strategy and objectives for Barnardos Advocacy, ensuring that Barnardos is a leader in systemic advocacy for children's rights and wellbeing
- Lead and drive research for advocacy based on insights from practice across Barnardos service delivery operations and what children and young people say
- Lead and apply creative thinking and problem solving to propose innovative policy-based solutions to child rights and wellbeing challenges and issues
- Monitor and track advocacy progress, to improve Barnardos ability to influence and shape systemic change for children
- Manage the Advocacy Team and resources to deliver high impact advocacy work shape and influence advocacy outcomes
- Identify strategic linkages between service delivery, policy, lobbying, campaigning, fundraising, media and policy, to shape advocacy outcomes
- Identify key policy issues and opportunities relating to children's needs, rights and wellbeing, and scanning for developing and future trends
- Oversee the development of research and policy-based work to support Barnardos Advocacy (e.g. to inform reports, submissions, briefing papers, media opportunities)

Fundraising:

Outcome: Fundraising delivers growth through diverse and sustainable revenue streams.



Key responsibilities include:

- Ensure the effective development and implementation of a fundraising strategy to increase sustainable revenue and ongoing growth through:
 - Building retention through structured donor management
 - Developing sustainable major giving programmes
 - Increasing donor acquisition and develops the donor journey for sustainable giving
 - Developing relevant community programmes
 - Establishing and sustaining corporate programmes
 - Delivering effective revenue from trusts, grants, legacies, bequests
 - Developing a strong philanthropic following for revenue growth and active support for the achievement of Barnardos' vision for children and their families

Marketing:

Outcome:

Barnardos has a strong national brand identity that supports the on-going sustainability of the organisation and the successful delivery against the strategic plan and business plans

Key responsibilities include

- Develop a strong brand identity, repositioning Barnardos to maximise awareness and relevance
- Contribute to internal brand alignment consistent with the strategic vision and plan
- Ensure the development and delivery of effective marketing, in line with strong brand identity
- Support the growth of early learning centres and home-based education through delivery and development of a Barnardos Early Learning brand marketing programme
- Develop and manage the implementation of a strong digital marketing strategy for both Barnardos Early Learning and Barnardos Child and Family Services
- Provide high quality communications and marketing leadership and advice to help Barnardos promote awareness of its services and activities.

Communications and Media:

Outcome:

Barnardos communications across all channels and media influences systemic change for children, and builds Barnardos' profile as a trusted children's charitable NGO



Key responsibilities includes

- Lead the development of Barnardos media strategy and provide advice to the Executive Leadership Team on engagement with the media
- Lead and build the Barnardos social media presence through policy, strategy and delivery that supports both Barnardos Brand Awareness and Advocacy positioning
- Lead internal communications activity to ensure that staff are kept current on the latest news, to support organisational learning, enhance understanding of the organisation's purpose, guiding principles and priorities.
- Support the internal communications channels to build and support the organisational culture for innovation and quality.
- Communicate Barnardos vision and strategy internally and externally
- Effectively brief and advise others across Barnardos and externally from a strategic Advocacy and positioning perspective
- Support the Chief Executive as a Barnardos media spokesperson when required
- Present on behalf of Barnardos to external audiences, including through direct lobbying of key advocacy targets (e.g. Government ministers) and public-facing campaigns
- Work across Barnardos to lead and support the development and implementation of public-facing advocacy campaigns to drive systemic and culture change for children and whanau in Aotearoa New Zealand

Relationships:

Outcome: Strong relationships internally and externally support Barnardos to deliver outcomes for children and whanau aligned with the mission, priorities and guiding principles.

Key responsibilities include

- Build and maintain relationships with internal stakeholders and external stakeholders to enable the collaborative achievement of goals and outcomes in the Barnardos Strategic Plan.
- Lead the development of relationships with key external stakeholders for fundraising and advocacy, including with other organisations and advocacy targets
- Develop collaborative relationships and partnerships with other like-minded organisations to leverage fundraising



opportunities and joint impact for advocacy, consistent with Barnardos' Advocacy objectives

- Support the Chief Executive to develop and maintain Barnardos' relationships at the political and senior Government level and significant funders
- Ensure Barnardos Advocacy is grounded in the lived experience of children and young people and their whanau
- Work with external partners to influence and contribute to advocacy opportunities at the international level to drive systems change in Aotearoa (e.g. periodic reporting to the UN Committee on the Rights of the Child; Universal Periodic Review process)
- Ensure that relationships are built that reflect the commitments of Barnardos Guiding Principles and Ngā Pou e Whā (Māori Strategy)

Leadership and Management:

Outcome: The Team deliver innovation and excellence against Barnardos strategic and business plans.

Key responsibilities include:

- Provide leadership and direction to staff to ensure that:
 - Staff commit to and promote Barnardos guiding principles
 - Innovation, quality and effective services
 - Staff promote the provision of services that reflect the dual heritage of Aotearoa and embrace the elements of Ngā Pou E Whā
- Coach and monitor direct reports to provide effective leadership, achieve performance outcomes and meet professional development goals
- Contribute to the budgeting process and ensure that budgets are set and achieved within available funding levels
- Ensure the financial and administrative processes and monitoring procedures conform to Barnardos policies and audit guidelines
- Ensure robust business planning processes are implemented on an annual basis in alignment to the Barnardos Strategic plan

Ngā Pou e Whā (Māori Strategy)

Outcome: Relationships are built with consideration of the Barnardos values, core principles and Ngā Pou e Whā (Māori Strategy).

Key responsibilities include:

- Play a leadership role in ensuring all employees engage in Barnardos values, Ngā Pou e Whā (Māori Strategy) and strategic plan
- Have a sound understanding of the principles of Ngā Pou e Whā, the Treaty of Waitangi and the ability to apply them to everyday practice
- Ensure that all relationships are built with consideration of the Barnardos values, core principles and Ngā Pou e Whā (Māori Strategy)

Health, Safety and Environment

Outcome: A safe and healthy working environment is maintained at all times.

Key responsibilities include:

All Managers are personally accountable for:

- Compliance with occupational health and safety legislation and regulations
- Being familiar with and observing all safe work policies, procedures and instructions
- Promote and participate in health and safety, maintaining a safe workplace, and ensuring that all equipment is used correctly at all times
- Take personal responsibility for own health and safety and ensure no action or inaction on your part harms others in the workplace
- Continuing to update their knowledge and management competence in health and safety
- Ensuring that all employees and contractors understand and accept their responsibility to adhere to and promote a safe and healthy workplace
- Providing information on health and safety matters to employees by way of instruction
- Support the delivery of the Barnardos sustainability strategy



Other Duties as Required

Outcome: Perform other duties which may reasonably be required which fit the role's purpose, and for which the position holder is qualified or has received adequate training or instruction.

The key responsibilities of the role may change from time to time to ensure that Barnardos is able to adapt and respond to changes in the business environment. Any significant changes would be discussed between the jobholder and their manager.

Key Relationships

All Barnardos employees have a responsibility for developing and maintaining excellent relationships. In this role, the **key relationships** to be developed are as follows:

Internal Relationships
Executive Leadership Team
Board Members
Business Unit senior leadership teams
External Relationships
Chief Executives and advocacy leads in other children's charities and NGOs, e.g. UNICEF, Save the Children, IHC, Plunket, VOYCE Whakarongo Mai etc
Officials of Government agencies, including but not limited to Department of Prime Minister and Cabinet, Oranga Tamariki, Ministry of Social Development, Ministry of Education, Ministry of Justice
Children's Commissioner and Office
Ministers of Parliament and the Crown
Children's sector advocacy groups and coalitions, e.g. Children's Rights Alliance Aotearoa New Zealand, Tick for Kids
Corporate sponsors, major donors, fundraising agencies
Media
Marketing, Digital and Design agencies and suppliers

Person Specification

Skills and Knowledge

Essential	Desirable
An excellent communicator, both in writing and orally, with strong interpersonal and negotiation skills	Demonstrated knowledge and understanding of Te Ao Māori
Strong networking skills and proven ability to build relationships with a diverse range of people and confident in dealing with people at all levels and in any situation, you convey professionalism at all times	Demonstrated knowledge of the institutions, structures and systems that support children's rights at the international and domestic levels
Knowledge and understanding of the use of a range of media (print and broadcast media, social and digital media, e-campaigning) to engage with the public, to support fundraising and other organisational goals	
Sound policy thinking and a track record of working effectively in an evidence-based manner and/or researching to drive policy outcomes	

Experience

Essential	Desirable
Experience in a senior management position with Board reporting responsibility	Experience of supporting major partner relationships in either charitable corporate partnerships or commercial sponsorships
Experience of managing a successful mix of fundraising streams, including at least some of the following; individual giving, major donors, corporate, community, events, capital, trusts and foundations	Experience in not for profit/loss, and/or social enterprise environments
Experience in managing a marketing and communications function	
Previous experience working with Government, policy and legislative decision-makers and influential groups to influence advocacy outcomes, or policy and systems change	



Experience of developing & managing budgets	
Experience of leading staff and demonstrable ability to motivate and develop a team	

Qualifications (or equivalent level of learning)

Essential	Desirable
Tertiary qualification in an appropriate discipline; e.g. communications, marketing. Business, law	Relevant postgraduate level qualification, e.g. legal, policy, social work, education, communications

Vulnerable Children Act 2014

This role is not a Children's Worker under the Vulnerable Children Act 2014.

Delegations and Authority

Human Resources

- Has full supervisory / managerial responsibility, includes allocation of work, accountability for their outputs and quality, and review of their performance and development.

Financial – Budgetary and Expenditure Limits

- Budget Expenditure**
 - Responsibility for managing own operating expenditure budget.
- Purchase Orders**
 - Maximum authority to approve/issue purchase order to the value of:\$5,000

Correspondence

- Authority to sign external correspondence**

Authorisation of Position Description

Positions in Barnardos may change over time as the organisation evolves and priorities change. Responsibilities for this position may change as the job evolves over time and such change may be initiated as necessary by the manager of this position. all changes must be approved by the relevant Executive Leadership Team (ELT) member.

Date Created:	<i>Insert date created</i>	Date last updated:	<i>Insert date</i>
Authorised by: <i>Chief Executive</i>		Date:	
Signature:			

