



**Job Title:** Head of Development

**Reports to:** Chief Executive

**Direct Reports:** Philanthropy Manager (to be appointed)

**Position:** Minimum of 40 hours per week

**Purpose of the Position:**

The purpose of this role is to lead the planning and management of the sponsorship and philanthropy requirements of the CSO ensuring income growth and long term sustainability is achieved.

This role is primarily responsible for all aspects of maintaining existing sponsorship partnerships as well as identifying and securing new sponsors.

They will also oversee the planning of the annual CSO fundraising and donor programme which encompasses a range of initiatives including annual fundraising events, a donor appeal campaign and a substantial orchestra donor programme to be managed and implemented by the Manager of Philanthropy

The Head of Development is required to work closely and co-operatively with the Board, Chief Executive, Manager of Philanthropy, Marketing Manager and other team members.

**Working Relationships**

**Internal:**

Chair  
Chief Executive  
Manager of Philanthropy  
Marketing Manager  
Management Team generally  
Other CSO Staff and contractors  
Board members  
The CSO Foundation  
The Friends of the CSO  
Players

**External:**

Sponsors  
Donors  
Trusts  
CSO Supporters

## Key Accountabilities:

### Key Result Area

#### Sponsorship Planning

Provides analysis of the potential sponsorship/fundraising market, identifying organisations and individuals with synergies and/or with CSO

Develops a clear and compelling value proposition for existing and potential CSO sponsors/donors/funders

Cultivates and maintains relationships and networks of potential sponsors in an ongoing basis

Provides an analysis of the New Zealand and local sponsorship/philanthropy environment, with specific reference to the performing arts and to best practice

#### Sponsorship Implementation

Assumes responsibility for the primary relationships with existing and potential sponsors

Plan and prepare sponsorship proposals

Maintains an ongoing relationship with current sponsors ensuring the partnership is nurtured and well looked after

Continues to look for ways in which a partnership can be enhanced ensuring sponsors feel they are valued

Co-ordination of existing sponsor benefits and requirements

Prepare and submit funding applications to charitable and gaming trusts

Complete audit reports for successful grant applications

Donor and Fundraising Implementation	Oversees the Manager of Philanthropy ensuring implementation of the annual donor and fundraising plan
	Ensures donation and fundraising targets as set in the annual budget are achieved
Donor and Fundraising Planning	Ensures the development of a triennial strategy for philanthropy and an annual donor and fundraising plan is completed that includes:
	Both budgeted and stretch donation and fundraising income targets
	Strategies to grow the CSO supporter base
	Develops a clear and compelling value proposition for existing and potential CSO donors and funders
	Provides analysis of the potential fundraising market, identifying organisations and individuals with synergies with CSO
Management Team	Works closely and cooperatively with other team members and other staff

### Personal Specifications

#### Technical/Professional Knowledge and Experience

- Relevant experience in sponsorship and/or sales or business development
- Fundraising, donor management and/or event planning experience an advantage
- Excellent communication skills
- Background in PR or marketing experience beneficial
- Ability to work in a challenging and fast paced environment
- Highly organised with an ability to meet deadlines

#### Attributes/Success Factors

- Initiative and imagination
- Personal credibility and consistency with diverse groups
- Creative and strategic thinker
- Strong judgement and ability to respond effectively
- Ability to craft mutually beneficial outcomes
- Positive attitude and strong work ethic
- Pro-active and resilient

## Key Competencies:

The role specific competencies highlight the behavioural and technical skills important for “success” in this position.

### Competencies Entrepreneurial

### Description of behaviours

Applies standard practices and models to diverse circumstances

Makes consistent judgments of donor needs and promotes attractive value propositions to existing and potential donors based upon a mixture of analysis, wisdom, experience and judgment

Finds creative ways in which CSO can acknowledge the support of sponsors and supporters

### Personal Credibility

Relates well to all kinds of people – up, down and sideways, inside and outside the organisation

Establishes a reputation for reliability and dependability

Builds constructive and effective relationships

Goes the extra mile

Acts with the highest standards of integrity

### Deal making

Applies research and value proposition

Formulates propositions which extend beyond the obvious

Is persuasive

Is inventive, imaginative and bold.