

## Position Description

|              |                                                       |                 |                     |
|--------------|-------------------------------------------------------|-----------------|---------------------|
| Title:       | Donor Development Executive                           | Reports To:     | Head of Development |
| Directorate: | Enterprise, Finance & Property Services (Development) | Direct Reports: | None                |
| Status:      | Permanent 1.0 FTE                                     | Date:           | October 2025        |

### About The Museum

Tāmaki Paenga Hira Auckland War Memorial Museum is New Zealand's largest museum, caring for more than 4.5 million taonga. We are Auckland's home of commemoration, New Zealand's oldest research institution, an education facility, and a major tourism destination. We employ approximately 300 people and have over 300 volunteers who kindly donate their time to us.

We offer a rich and fulfilling work life where we embrace diversity and nurture our bicultural capability as demonstrated in our Teu le Vā and He Korahi Māori strategies. We also offer a great range of benefits such as flexible work and leave, insurances, and an award-winning wellbeing programme.

### Purpose & Context for the Role

The Donor Development Executive is a high impact end-to-end fundraising role, predominantly responsible for the day-to-day management and growth of Tāmaki Paenga Hira Auckland War Memorial Museum's (Museum) donor and bequest programmes, with a key focus on securing major gifts for capital campaigns and gallery redevelopments.

This role plays an essential part in supporting the Museum to achieve its ambitious fundraising targets. Working closely with the Head of Development, the Donor Development Executive will deliver donor and bequest strategies to achieve annual targets through identifying donor prospects and stewarding prospective and current donors. This role will champion the donor voice throughout the Museum and help embed a philanthropic culture internally. Managing data insights, the Donor Development Executive will work collaboratively with the Development and Marketing teams to design and deliver a programme of donor and bequest communications to raise public awareness and drive philanthropic giving.

Success in this role is achieved through the ability to confidently lead donor relationships and secure major gifts and bequests. The Donor Development Executive will proactively identify, cultivate, and convert prospects into long-term supporters, driving growth in the Museum's donor and bequest programmes. This requires a strong relationship-building, tactical thinking, and persuasive communication skills - along with the confidence to lead donor conversations and make the ask.

Given the Museum's ambitious capital campaigns and gallery redevelopments, this role will focus on securing major philanthropic gifts.

Due to the nature of the role, there may be a requirement for occasional 'out of hours' work.

The Museum is a bicultural workplace and the person in this role will uphold the principles of He Korahi Māori and Teu Le Vā.

## Accountabilities

| Key Tasks:                                   | Key Activities:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| Relationships Management & Donor Stewardship | <ul style="list-style-type: none"> <li>• Develop donor programmes to target, convert and steward existing and prospective donors.</li> <li>• Manage and grow the Gifts in Wills programme.</li> <li>• Ensure timely, proactive and personalised stewardship of new bequestors through our free Wills platforms.</li> <li>• Maintain and nurture ongoing relationships with existing donors and bequestors through personalised communications, telephone contact, and face-to-face hosting and events.</li> <li>• Develop and manage individual donor prospecting, communication campaigns and ongoing stewardship activities.</li> <li>• Plan and deliver cultivation events to strengthen donor engagement.</li> <li>• Research and develop Regular Giving programme for the Museum.</li> <li>• Develop multi-channel integrated campaigning and appeals to drive donor acquisition and increase fundraising revenue.</li> <li>• Support the Head of Development in implementing donor strategies for Capital Campaigns.</li> <li>• Ensure recognition requirements for confirmed bequests and donors in Museum collateral and online as appropriate.</li> <li>• Develop opportunities for engagement to grow prospective and current relationships with donors and support Head of Development, Campaign Committee and Executive Team in confirming donations and bequests.</li> <li>• Deliver timely and proactive responses to all donor enquiries to ensure exceptional stewardship.</li> </ul> |
| Tracking & Reporting                         | <ul style="list-style-type: none"> <li>• Maintain CRM database of all donors' plans including prospects and leads to capture and track actions and specific notes, event attendance, exhibition visitation, communication, and personal preferences to ensure ongoing stewardship and engagement.</li> <li>• Use CRM data insights to define prospects which are aligned with donor and bequest development strategies and upcoming programme of activities.</li> <li>• In consultation with the Head of Development, develop improved recording methods, criteria, and standardised inputting processes.</li> <li>• Develop CRM dashboards and reports to enable efficient, segmented and targeted correspondence, supporting donor management and monitor giving activity.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

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|                                    | <ul style="list-style-type: none"> <li>• Prepare monthly reports to track donor activity and revenue for various internal governance purposes against annual targets</li> <li>• Work with Head of Development to set annual donor and bequest targets</li> <li>• Oversee automated donor receipting and ensure timely thank-you calls.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                    |
| Events, Marketing & Communications | <ul style="list-style-type: none"> <li>• Develop annual calendar of events and communications targeted to donors, bequestors and prospects within budget and aligned with programme outcomes</li> <li>• With the support of Head of Development, work with the Marketing team to develop strategic, targeted collateral (print, email and social) promoting Museum donor and bequest programmes and activities.</li> <li>• Be an active part of the Museum's communities, attending offsite events, networking, and promoting donor and bequest programmes to capture new prospects and future donors</li> <li>• Represent the Museum at related fundraising organisation events, ensuring we remain current on best practices and trends</li> </ul> |

## Important Relationships

### External:

- Auckland Museum Institute
- Agencies
- Community Groups
- Donors and Prospective Donors
- Members of Public

### Internal:

- Head of Development
- Campaign Manager
- Marketing and Public Relations
- Finance Team
- Volunteer Manager
- Executive Team

## Our Expectations of our People

### Ensure a healthy and safe work environment

- Takes reasonable care of their own health and safety and ensures that their actions don't cause harm to themselves or others.
- Complies with any reasonable instructions, policies or procedures on how to work in a safe and healthy way.
- Understands and adheres to emergency and evacuation procedures.
- Speaks up about health and safety matters that could affect them or their workmates.
- Actively participates in hazard identification and reporting.
- Makes suggestions on how to improve health and safety at work.

### **Cultural awareness**

- Proactive awareness and engagement with a wide range of cultures and associated protocol and traditions within Auckland, with particular reference to the Māori Dimension (He Kōrahi Māori) and Pacific Dimension (Teu le Vā).
- Understands and demonstrates the principles and application of the Treaty of Waitangi and the implications for the work of the Museum.
- Demonstrates a thorough understanding of the Museum's specific obligations in Auckland's cultural landscape and actively contributes to its evolution from a colonial institution to a future museum.

### **Digital capability**

- Almost every role at the Museum depends upon technology to fulfil its purpose, we also use technology to create, store, protect, use, and share our digital assets. All Museum workers are responsible for the appropriate use of technology, compliance with all cybersecurity instructions, and the wellbeing of our digital assets.

### **Develop self for current and future employment**

- Knowledge and skills are developed and maintained for competent performance of current position.

## **He Waka Eke Noa – Values & Behaviours**

He Waka Eke Noa describes our unique identity and how He Korahi Māori and Teu Le Vā underpin how we think, act, and feel as employees of Auckland Museum. It is a leadership competency framework which sets out how we lead, behave and work with each other, our visitors, and communities.

- **Authentic** – Understanding our purpose, practicing our values, leading with our hearts
- **Customer Centred** – Creating memorable positive experiences for each other and our audiences
- **Respectful** – Honouring each other, valuing our differences
- **Connected** – Connected to each other, our work, and our communities
- **Growth Mindset** – We treat challenges as opportunities

## **Core Competencies Required**

### **Generosity**

- Displays goodwill towards colleagues and assumes the best of them, letting it go with mistakes are made and giving people another chance.

### **Customer Centred**

- Is always ready to share with and help others, even if they need to go out of their way.

### **Resilience and Optimism**

- Doesn't give up when faced with challenges; remains realistic, and hopeful.

### **Connected**

- Exemplifies a mahi tahi approach and cooperates with others to benefit the whole.

### **Respectful**

- Is committed to divesting themselves of colonial views and interpretations of people and taonga, values indigenous work views and knowledge.

#### **Accountable**

- Holds themselves accountable for their performance, is open to feedback and asks for it.

#### **Inclusive**

- Respects that people are free to be themselves and express their identities.

### **Additional Competencies Required for this Role**

Success in this role requires the following additional competencies.

#### **Business Acumen (Accountable)**

- Demonstrates an owner's mindset towards the Museum's resources.
- Follows the Museum's processes and procedures, ensuring they don't put themselves, their colleagues or the organisation at risk.

#### **Customer Focus (Big Picture)**

- Knows the Museum's strategy is focused on delivering value to its stakeholders, visitors and communities.
- Works to make things easier for those they work with now, and for those who may come after them.
- Demonstrates the value of their role as kaitiaki alongside the communities and stakeholders represented in the Museum's collections.

#### **Interpersonal Savvy (Collaboration)**

- Works cooperatively to gain the support of peers and supports them in return.
- Understands that the principle of kaitiakitanga includes working closely with source communities whose taonga we have in our care.

#### **Managing & Measuring Work (Accountable)**

- Sets clear objectives and measures and monitors process, progress and results.

#### **Perseverance (Resilience & Optimism)**

- Doesn't give up when faced with challenges; remains realistic and hopeful, even when things seem to be going wrong.
- Takes care of themselves by paying attention to their needs and feelings; keeps mind and body primed to deal with situations that require resilience.

### **Skills & Experience Required for this Role**

Success in this role requires the following foundations.

- A minimum of 5 years recent experience in the development, successful delivery and management of donor and bequest programmes
- Knowledge of the philanthropic landscape
- Proven relationship building experience
- Demonstrated sales success and particularly the ability to 'close the deal'
- Database experience, including Excel and CRM software essential
- Experience using Tessitura advantageous
- Data analysis and the ability to draw insights to support decision making
- Expert knowledge of Microsoft office suite

- Proven administration
- Effective communication, both verbal and written
- Proven effective time management
- Presentation and/or public speaking experience and confidence
- Rapport building capabilities

### Personal Attributes Required for this Role

Success in this role requires the following attributes.

- Empathy
- Honesty
- Professionalism

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