

POSITION DESCRIPTION



DATE: January 2026

POSITION TITLE: Events & Partnership Coordinator

LOCATION: SPCA Hobsonville

REPORTS TO: Events and Partnerships Manager

DIRECT REPORTS: N/A

PURPOSE: This role provides coordination and administrative support to SPCA's Events and Partnerships team, contributing to the delivery of key fundraising initiatives and the effective stewardship of partners, sponsors, and business supporters. The role supports fundraiser and donor acquisition and retention, while helping drive sustainable financial growth across events, campaigns, and partnerships.

A key focus is delivering exceptional customer service for peer-to-peer fundraising events and community fundraising activities, as well as providing administrative and logistical support for national fundraising events and partnership activity. The role supports the acquisition and retention of fundraisers, donors, partners and volunteers to drive sustainable financial growth across events, campaigns and partnerships.

KEY ACCOUNTABILITIES:	KEY RESPONSIBILITIES:
1. Event Management - SPCA Calendar of Events	<ul style="list-style-type: none">Work with the Events and Partnerships team to deliver the events calendar annually. Events include Pets of the Year, Cupcake Day, Fill the Bucket (Street Appeal) and other new events/campaigns as they are added to the calendar.In conjunction with the Event and Partnerships Manager coordinate the overall objectives of each type of event focusing on those events that will provide growth year on year and achieve financial targets
2. Event support and delivery	<ul style="list-style-type: none">Assist with the planning and delivery of all national fundraising events, ensuring activities run smoothly and meet event objectives.Work with volunteers, staff and wider SPCA teams to support event logistics and help achieve fundraising targets.Apply a project management approach to each event, including advance planning, meeting timelines, and tracking delivery against objectives.

	<ul style="list-style-type: none"> • Liaise, negotiate and coordinate with external stakeholders such as suppliers, vendors, local councils and contractors as required. • Support the management of event volunteers and contractors, ensuring clear roles and responsibilities. • Assist with obtaining necessary permissions and approvals for events from councils, businesses or other stakeholders, ensuring all requirements are met for safe and compliant event delivery (e.g. for events such as Fill the Bucket). • Assist with planning of and copywriting for event communications, including emails, websites, and marketing materials. • Contribute to the design and creation of event collateral, including posters, flyers, digital ads and email newsletters. • Plan and produce creative promotional content to support events and maximise engagement.
<p>3. Relationship and supporter stewardship, supporter journeys.</p>	<ul style="list-style-type: none"> • Respond to inbound enquiries from donors, participants, volunteers and business supporters in a timely, professional and friendly manner. • Support the stewardship of business supporters, sponsors and partners through regular communication, accurate record-keeping and coordinated follow-up. • Maintain and update records, contracts and contact details to ensure information is current and accessible. • Assist the Partnerships and Event Manager with onboarding, renewals and delivery of partnership benefits, ensuring commitments are tracked and met. • Support the Events and Partnerships Manager in identifying and pursuing potential sponsors or partners as opportunities arise. • Working alongside the Events and Community Fundraising Coordinator, support and enhance communications journeys for fundraisers, including acquisition, retention, and engagement emails, and manage regular check-ins with participants, fundraisers, and supporters (e.g., phone calls or updates) to encourage participation, provide thanks and maintain engagement. • Work closely with SPCA Centres and Community Support Officers to encourage local supporter relationships and involvement in fundraising activities. • Assist with reporting on supporter and partner activity, outcomes and engagement to inform strategy and decision-making.

4. Cupcake Day Business Champions	<ul style="list-style-type: none"> • Create and maintain a pipeline of potential Cupcake Day Business Champions and manage their onboarding and entire supporter journey. • Develop a compelling proposition for potential business champions, working closely with the Marketing and Communications team to ensure offerings are deliverable and aligned with SPCA's values. • Support ongoing engagement and communication with business champions to maximise participation and impact for Cupcake Day.
5. Partner, sponsor, business supporter or corporate volunteer recruitment for Fill the Bucket	<ul style="list-style-type: none"> • Support the Events and Partnerships Manager in identifying and engaging partners, sponsors, business supporters and corporate volunteers to participate in Fill the Bucket (Street Appeal). • Collaborate with the wider Engagement team, including Marketing and Communications, to effectively promote volunteer opportunities and increase volunteer collector participation.
6. Community Fundraising	<ul style="list-style-type: none"> • Work alongside the Events and Community Fundraising Coordinator to respond to community fundraising enquiries and provide timely, accurate support to fundraisers. • Assist with the administration and coordination of community fundraising activities, ensuring fundraisers have the information, tools and resources needed to be successful. • Maintain accurate records of community fundraising activity and interactions within relevant systems.
7. Event Packs and Toolkits for Centres and CSOs	<ul style="list-style-type: none"> • Support the planning, development and delivery of event packs and toolkits to enable SPCA Centres and CSOs to run successful local events. • Identify suitable events for individual SPCA Centres, including supporting engagement with existing national events, and assist with planning options. • Continue the development of comprehensive "how-to" toolkits, including timelines, resourcing, and equipment requirements. • Provide coaching and hands-on support to Centres and CSOs, ensuring they have the guidance, skills, and resources to execute events effectively. • Assist Centres in building local relationships to enhance participation and engagement at events.
8. Data entry, income reconciliation and reporting	<ul style="list-style-type: none"> • Ensure accurate recording, tracking and reporting of all data related to event fundraising, partnerships, and business supporters to support effective management and decision-making. Working in conjunction with the events and partnerships team and data and insights to ensure effective reporting. • Enhance and improve upon existing communications journeys for fundraisers including acquisition emails and retention emails.

	<ul style="list-style-type: none"> • Track data trends before, during, and after events to optimise event fundraising capabilities and volunteer recruitment/engagement
9. Payroll Giving	<ul style="list-style-type: none"> • Support the Events and Partnerships Manager with the ongoing review of payroll giving, including assisting with campaigns to promote or amplify participation.
10. Actively contributes to Health & Safety	<ul style="list-style-type: none"> • Ensures compliance with the <u>Health and Safety Act 2015</u> by: <ul style="list-style-type: none"> ▪ taking reasonable care of your own health and safety and ensure that you don't cause harm to others ▪ complying with all health and safety instructions, policies or procedures, including but not limited to; <ul style="list-style-type: none"> ○ reporting incidents and unsafe practices as soon as they occur ○ identifying risks, reporting them and taking appropriate action to mitigate them ○ knowledge, and compliance of, emergency procedures ○ completing mandatory training within the required timeframes
11. Volunteer Support	<ul style="list-style-type: none"> • Ensure safety, support and wellbeing of volunteers working in your department. • Ensure duties and tasks being carried out by volunteers are being carried out in a safe and appropriate manner. • Professional in all interactions with SPCA Volunteers.
12. Carry out other duties as required from time to time.	<ul style="list-style-type: none"> • Provide support and assistance to SPCA events and campaigns as requested. • Duties and responsibilities described above should not be construed as a complete and exhaustive list as it is not the intention to limit the scope or the functions of the position. Duties and responsibilities can be amended from time to time by the Employer to meet any changing condition.

INTERNAL/EXTERNAL RELATIONSHIPS:

- All SPCA Staff and Management
- Event and Partnerships team members
- Partners, sponsors and business supporters
- Event participants and supporters
- Donors
- Volunteers
- Contractors

PERSON SPECIFICATION:

Qualifications, Skills, Knowledge, and Experience

Essential

- A preference of three years event management experience
- Experience in a not for profit or some fundraising experience would be beneficial

- Experience managing a variety of stakeholders
- Excellent customer service skills, skilled at dealing with people via phone, email and in person.
- Strong written and oral communication skills.
- A solid understanding of CRM, donor management systems (Raiser's Edge) and/or third-party fundraising platforms (i.e., Raisely, Funraisin, Grassrootz and others).
- Experience working with data and reporting.
- Enjoys working with people, easily establishes rapport and maintains positive and respectful working relationships.
- Proven ability to work under pressure and to deadlines.
- A full New Zealand Drivers Licence and access to their own vehicle.

Desirable

- Confident public speaking/presentation skills.
- Proficiency in navigating digital platforms, including adeptness in utilising social media, digital planning tools, and Microsoft suite.
- Proficiency with Canva or general design ability to create engaging fundraising materials.
- Proven ability to understand data segmentation and reporting.
- Proven ability to adapt to changing circumstances and to work under pressure within a virtual or hybrid workplace

Personal Attributes

- Ability to connect and build relationships with people from all walks of life.
- Interest in new and innovative opportunities for fundraising, events, and engagement.
- A curious and creative problem-solver who is keen to learn and try new things.
- Ability to work effectively in a team and independently.
- Highly organised with the ability to prioritise, multi-task, work under pressure and meet expected deadlines.
- Ability to manage confidential information with responsibility and integrity
- Commitment to the values of the SPCA.

