



POSITION DESCRIPTION

POSITION:	Philanthropy Manager
REPORTING TO:	Principal, or designated Advancement lead
DIRECT REPORTS:	Nil
LOCATION:	Karori, Wellington, New Zealand
DATE:	June 2026

POSITION PURPOSE

The Philanthropy Manager is responsible for developing and delivering Samuel Marsden Collegiate School's fundraising programme, with a focus on growing long-term philanthropic support for the school.

As Marsden's lead fundraising practitioner, the Philanthropy Manager will identify, cultivate, solicit and steward donors and prospective donors across major gifts, gifts in wills, annual giving, trusts and grants, business partnerships and future campaign activity.

This specialist fundraising role is donor-facing, relationship-led and outcomes-focused. It requires an experienced fundraising professional with the ability to build meaningful donor relationships, develop compelling funding propositions, support senior-level fundraising conversations and grow a sustainable philanthropic income stream aligned with the school's strategic priorities.

A significant proportion of the Philanthropy Manager's time is expected to be donor-facing, including meeting with donors, prospective donors, senior volunteers and key stakeholders to build relationships, qualify philanthropic interest and secure support.

The Philanthropy Manager will work closely with the Principal, designated Advancement lead, Senior Leadership Team, the wider Advancement team, Finance and any future Advancement Advisory Committee or equivalent fundraising/advisory group to ensure fundraising activity is strategic, coordinated, donor-centred and professionally delivered.

This is a permanent full-time position.

FUNCTIONAL RELATIONSHIPS

INTERNAL

The Philanthropy Manager will work closely with the:

- Principal

- Designated Advancement lead
- Future Advancement Advisory Committee members or equivalent fundraising/advisory group, should such a group be established
- Business Director
- Marketing & Communications Manager
- Community Relations Lead
- Digital Content Coordinator
- Finance team
- Senior Leadership Team
- Archivist, where relevant to donor history, legacy giving or campaign storytelling

EXTERNAL

The Philanthropy Manager will build and maintain relationships with:

- Individual donors and prospective donors
- Major gift prospects
- Confirmed and prospective gifts in wills donors
- Alumnae, parents, past parents, grandparents and friends of the school where there is identified philanthropic interest, capacity or connection
- Trusts, foundations and grant funders
- Corporate sponsors and business partners
- Professional advisers, where appropriate
- Educational advancement organisations, including ISNZ and Educate Plus

RESPONSIBILITIES

The Philanthropy Manager's core responsibility is to grow philanthropic support for Marsden through structured, strategic and relationship-based fundraising.

1. Fundraising Strategy and Programme Development

The Philanthropy Manager will lead the development and delivery of Marsden's fundraising programme.

Key responsibilities include:

- contributing to a sustainable culture of philanthropy across the Marsden community by increasing understanding of the school's fundraising priorities, donor impact and opportunities to give
- developing, implementing and reviewing the school's fundraising strategy in consultation with the Principal, designated Advancement lead, and any future Advancement Advisory Committee or equivalent fundraising/advisory group, should such a group be established
- translating the school's strategic priorities into clear fundraising priorities and donor propositions
- establishing annual fundraising plans, priorities, activity timelines and income targets
- developing a balanced fundraising programme across major gifts, gifts in wills, annual giving, trusts and grants, business partnerships and campaign readiness
- monitoring fundraising performance and recommending adjustments to strategy and activity as required

- ensuring fundraising activity is donor-centred, ethical, values-aligned and focused on long-term philanthropic growth
- developing, reviewing and maintaining fundraising, sponsorship and donor engagement policies and procedures to ensure activity is ethical, consistent, values-aligned and compliant with relevant privacy and school requirements.

2. Major Gifts Programme

The Philanthropy Manager will establish, grow and manage a structured Major Gifts Programme as a primary responsibility of the role.

Key responsibilities include:

- identifying, researching and qualifying prospective major donors
- building and managing a portfolio of qualified major gift prospects
- developing individual donor strategies, cultivation plans and solicitation plans
- building long-term, authentic relationships with major gift prospects and donors
- conducting regular face-to-face donor and prospective donor meetings
- preparing donor briefing materials, background documents and tailored gift proposals
- supporting the Principal, senior leaders, key volunteers and members of any future Advancement Advisory Committee or equivalent advisory group in major donor engagement
- directly asking for major gifts, with support from senior leaders, key volunteers or advisory group members where appropriate
- securing significant philanthropic commitments aligned with Marsden's strategic priorities
- stewarding major donors through meaningful recognition, reporting and ongoing relationship care.

3. Gifts in Wills Programme

The Philanthropy Manager will develop and implement a structured Gifts in Wills Programme.

Key responsibilities include:

- developing and growing Marsden's Gifts in Wills Programme
- identifying and cultivating prospective gifts in wills donors
- building long-term relationships with confirmed and prospective gifts in wills donors
- developing appropriate legacy giving collateral, donor communications and recognition materials
- establishing and maintaining a legacy society or equivalent recognition programme
- working with the Principal, designated Advancement lead, senior leaders, key volunteers and any future Advancement Advisory Committee or equivalent advisory group to support sensitive and appropriate legacy giving conversations
- ensuring confirmed gifts in wills donors are meaningfully acknowledged, stewarded and kept connected to the school
- increasing confirmed gifts in wills intentions and realised bequest income over time
- ensuring all gifts in wills activity is managed sensitively, respectfully and in line with best practice.

4. Annual Giving Programme

The Philanthropy Manager will establish and grow Marsden's Annual Giving Programme.

Key responsibilities include:

- developing and implementing annual appeals, regular giving and community giving initiatives
- creating compelling donor propositions aligned with school priorities
- developing donor segmentation and campaign strategies to improve participation and response rates
- developing giving levels, fund options and donor pathways that support clear, compelling and administratively workable giving opportunities
- working with Marketing & Communications to ensure fundraising communications are donor-centred, compelling and aligned with Marsden's voice and values
- growing donor participation, retention and upgrade rates
- developing communications that thank, update and engage annual giving donors
- monitoring and evaluating annual giving performance
- using data and donor insights to improve future annual giving activity
- ensuring annual giving donors are appropriately recognised and stewarded.

5. Trusts, Foundations and Grants

The Philanthropy Manager will identify and secure support from trusts, foundations and institutional funders.

Key responsibilities include:

- identifying and assessing suitable trust, foundation and grant funding opportunities
- maintaining a pipeline of institutional funding opportunities
- working with school leadership and programme owners to develop funding priorities and project proposals
- developing compelling funding applications aligned with Marsden's strategic priorities
- building and maintaining relationships with trust and foundation representatives
- managing grant reporting, acquittal and stewardship obligations
- ensuring funders receive appropriate acknowledgement, impact reporting and updates.

6. Business Partnerships and Sponsorship

The Philanthropy Manager will develop business sponsorship and partnership opportunities that support the school's fundraising priorities.

Key responsibilities include:

- identifying and cultivating suitable business partners and philanthropic supporters, in conjunction with relevant programme leads where appropriate
- developing sponsorship and partnership opportunities aligned with school priorities and values identifying and cultivating suitable business partners and philanthropic supporters, in conjunction with relevant programme leads where appropriate
- preparing tailored sponsorship and partnership proposals
- securing financial support from businesses and community partners
- developing appropriate sponsorship recognition, acknowledgement and reporting
- managing stewardship and ongoing relationship care for corporate supporters
- ensuring business partnerships enhance Marsden's reputation, values and community relationships.

7. Donor Care, Stewardship and Recognition

The Philanthropy Manager will lead a donor care and stewardship programme that supports long-term donor engagement and philanthropic growth.

Key responsibilities include:

- developing and implementing a donor care and gift recognition programme that reflects Marsden's values
- building on existing donor recognition initiatives, including the Ad Summa Circle
- ensuring all donors receive timely acknowledgement, thanks and recognition appropriate to their level and type of support
- developing donor impact reporting that clearly demonstrates the difference philanthropic support is making to the school and its students
- creating meaningful opportunities for donor acknowledgement, connection and ongoing involvement with the school
- leading the donor strategy, audience planning, briefing, stewardship objectives and follow-up for donor cultivation, stewardship, recognition, sponsorship and fundraising events, working with the Community Relations Lead for event planning and operational delivery support
- working with the Principal, designated Advancement lead, senior leaders, key volunteers and any future Advancement Advisory Committee or equivalent advisory group to develop tailored stewardship plans for major donors, gifts in wills donors and key supporters
- supporting donor retention, donor satisfaction and long-term philanthropic engagement across all fundraising programmes.

8. CRM, Donor Pipeline and Fundraising Data

The Philanthropy Manager will ensure fundraising activity is supported by accurate data, disciplined relationship management and effective reporting.

Key responsibilities include:

- maintaining accurate and comprehensive donor and prospect records within the CRM
- managing donor pipeline tracking and moves management
- recording donor interactions, cultivation steps, solicitations, pledges and stewardship activity
- using donor and engagement data to support prospect identification, segmentation and fundraising strategy
- analysing campaign performance, donor trends and engagement pathways
- preparing fundraising reports for the Principal, designated Advancement lead, and any future Advancement Advisory Committee or equivalent fundraising/advisory group, as required
- monitoring fundraising income, pipeline activity and progress against agreed targets
- working with Finance to ensure donations are receipted accurately and in a timely manner
- ensuring appropriate confidentiality, privacy and ethical management of donor information.

9. Capital Campaign Readiness

The Philanthropy Manager will support Marsden's future campaign readiness by building the donor pipeline, systems and relationships required for future strategic fundraising priorities.

Key responsibilities include:

- building and maintaining a campaign-ready donor pipeline

- undertaking prospective campaign donor research and qualification
- developing donor engagement strategies for future campaign opportunities
- supporting the Principal, designated Advancement lead and any future Advancement Advisory Committee or equivalent fundraising/advisory group with future campaign planning and implementation
- preparing donor materials, proposals and briefing documents for future campaign activity
- ensuring Marsden is well positioned to secure philanthropic support for future capital and strategic priorities.

10. Fundraising Governance, Advisory Group and Senior Volunteer Support

The Philanthropy Manager will work closely with the Principal, designated Advancement lead, senior leaders, key volunteers and any future Advancement Advisory Committee or equivalent advisory group to support fundraising outcomes.

Key responsibilities include:

- supporting senior leaders, advisory group members and key volunteers to participate effectively in donor identification, cultivation, solicitation and stewardship
- preparing donor briefing materials and prospect information for senior leaders, advisory group members and key volunteers
- providing regular fundraising updates and reports to the Principal, designated Advancement lead and relevant fundraising/advisory group, as required
- supporting the annual review and ongoing development of the fundraising strategy
- ensuring any advisory group or senior volunteer involvement is focused on strategic fundraising, donor engagement and philanthropic growth.

11. Collaboration with Advancement Colleagues

The Philanthropy Manager will work collaboratively with Advancement colleagues to ensure fundraising activity is aligned, coordinated and supported.

Key responsibilities include:

- working with the designated Advancement lead to ensure fundraising activity is aligned with Marsden's strategic direction and wider Advancement priorities
- working with Marketing & Communications to develop fundraising communications, donor propositions, impact stories and campaign materials
- working with the Community Relations Lead where MOGA, Parents & Friends, alumnae or community activity creates specific donor cultivation, stewardship or fundraising opportunities
- working with the Community Relations Lead on the operational planning and delivery of donor cultivation, stewardship, recognition, sponsorship and fundraising events
- working with the Digital Content Coordinator where digital channels are required to support fundraising campaigns or donor communications
- working with Finance to support accurate receipting, reporting and reconciliation of philanthropic income
- contributing to Advancement planning and reporting where fundraising activity intersects with enrolments, marketing, communications, community relations, alumnae relations or future campaign activity.

12. Risk Management and Compliance

The Philanthropy Manager is responsible for managing risks associated with fundraising activity and donor engagement.

Key responsibilities include:

- identifying potential risks relating to fundraising, donor relationships, sponsorships, privacy, reputation and compliance
- ensuring fundraising activity is ethical, transparent and aligned with Marsden's values and policies
- monitoring and escalating risks or issues as appropriate
- ensuring donor information is managed confidentially and in accordance with privacy requirements
- working with Finance and school leadership to ensure gifts are recorded, receipted and reported accurately
- taking action in accordance with Marsden's Health and Safety Policy and the Health and Safety at Work Act
- taking ownership and responsibility for personal health and safety.

13. Other Tasks

The Philanthropy Manager may be required to undertake other duties from time to time, as requested by the Principal or designated Advancement lead, provided these are reasonable, aligned with the seniority and purpose of the role, and do not materially compromise the role's primary focus on fundraising, donor engagement and philanthropic growth.

PERSON SPECIFICATION

The Philanthropy Manager will be an experienced relationship fundraiser with the ability to work strategically while delivering practical fundraising outcomes. The role requires sound judgement, strong relationship management skills, discretion, persistence and the ability to work collaboratively across the school while maintaining a clear focus on donor engagement and philanthropic growth.

Essential Experience, Skills and Attributes

- Demonstrated success securing major gifts and philanthropic support.
- Proven experience building, managing and stewarding donor relationships.
- Experience establishing, growing or significantly contributing to fundraising programmes.
- Strong donor stewardship and relationship management capability.
- Experience identifying, cultivating, soliciting and stewarding prospective donors.
- Experience working with senior volunteers, trustees, boards or senior organisational leaders.
- Ability to support senior leaders and volunteers in donor engagement and fundraising conversations.
- Excellent written and verbal communication skills.
- Ability to develop compelling donor propositions, proposals and impact communications.
- Strong prospect research, donor segmentation and pipeline management skills.
- Experience using CRM or fundraising database systems.
- Ability to use data to inform fundraising strategy, campaign performance and donor engagement.
- High levels of discretion, professionalism and confidentiality.

- Ability to work collaboratively across teams.
- Ability to work strategically while also delivering operational outcomes.
- Understanding of, or willingness to develop an understanding of, the culture, values and aspirations of Samuel Marsden Collegiate School.

Highly Desirable Experience

- Independent school, tertiary or education Advancement experience.
- Experience developing or growing a Gifts in Wills Programme.
- Experience developing or growing an annual giving programme.
- Capital campaign or campaign readiness experience.
- Experience securing trust, foundation or grant funding.
- Experience developing business partnerships or sponsorships.
- Established networks in Wellington or the wider philanthropic community.
- Membership of, or engagement with, Educate Plus or a similar professional Advancement body.

EMPLOYMENT TERMS

Remuneration

Remuneration will be negotiated depending on skills and experience.

Hours of Work

This is a full-time role of 40 hours per week, Monday to Friday.

The Philanthropy Manager role requires flexibility, including attendance at some evening and weekend commitments where these directly support donor engagement, stewardship, cultivation or fundraising outcomes.

Where work outside the school's core hours is required, it is not anticipated that the Philanthropy Manager will be required to work more than 40 hours in total per week.

This position description is subject to reasonable amendment from time to time by the employer and reflects the changing requirements of the role, the school's fundraising priorities and the future development of Marsden's Advancement structure, including any future changes to Advancement leadership or reporting arrangements.