

Marketing & Fundraising



SPCA has several diverse positions in Marketing and Fundraising. As such, these positions have varied tasks which can include raising awareness, raising much needed funds, processing donations, and keeping communities up-to-date with all things SPCA NZ related. Areas in which you can work in Marketing and Fundraising include:

- Events
- Media, media queries, internal and external communications
- Fundraising
- Website design
- Administration
- Donor Care, processing donations, fundraising initiatives
- Delivering our fundraising and marketing strategies, including management of our donor relations.

Staff Interview:

We interviewed Abi Donovan about her experience as an SPCA Graphic Designer and here's what she had to say:

1 Why did you want to become an SPCA Graphic Designer?

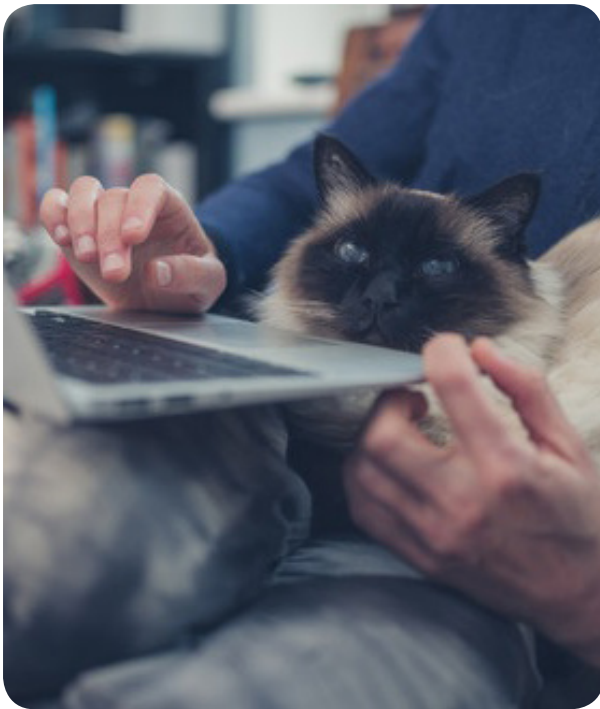
I wanted to become a Graphic Designer at SPCA because I have always loved being creative and I also love working with other people on projects. Being a Graphic Designer allows you to do both of those at the same time!





2 What are the main responsibilities or tasks as an SPCA Graphic Designer?

I create all of the things that are printed or online for SPCA - this includes posters, brochures, books, signage, activity worksheets, and instructions. In this role, it's important to come up with creative ideas for new projects. It's also my responsibility to make sure the SPCA brand always looks its best.



3 What do you enjoy most about being an SPCA Graphic Designer?

I really enjoy getting a new visual problem to solve and trying to figure out what the best solution is to make it super engaging and exciting!

4 What did you have to do to become an SPCA Graphic Designer?

Most graphic designers have a University Diploma or Degree in either Graphic Design or Visual Arts.

It's so important in the role to have a great portfolio. This is done through getting as much experience as you can – for example, I worked on big and small projects to build up my portfolio.

5 What skills do you think you need to be an SPCA Graphic Designer?

Skills that are essential for a graphic designer include: creative thinking, problem solving, and attention to detail.

Most companies want you to know how to use Creative Programs such as Photoshop, InDesign, and Illustrator as well.

6 What advice would you give to someone who wants to become an SPCA Graphic Designer?

Start early! If you have to make a poster for school – try be as creative as possible. If you have creative programs, learn how to use them now!





Staff Interview:

We also interviewed Lucie Fowler about her experience as an SPCA Community Fundraising and Events Coordinator and here's what she had to say:



1 Why did you want to become an SPCA Community Fundraising and Events Coordinator?

I have always wanted to work for SPCA because I have always loved animals and wanted to make a difference. I wanted to become a Community Fundraising and Events Coordinator because I love organisation and seeing events come to life.

It's an exciting challenge to start planning an event and seeing it grow over the months. I also really love people and working with them, so this was a huge motivator for my role as I get to meet so many wonderful people. I really believe in the work SPCA does and so liaising with the community about this essential work is really rewarding.

2 What are the main responsibilities or tasks as an SPCA Community Fundraising and Events Coordinator?

My main responsibilities are helping to organise the four national events SPCA hold each year, as well as the local/regional events. The four national events we hold are Annual Appeal, Jump to the Rescue, Cupcake Day, and Great Paws Walk. I also support people with peer-to-peer fundraisers such as Round the Bays or the regional marathons that they sign up for. Peer-to-peer fundraising is where participants reach out to their peers (family, friends, colleagues, school, etc.) and get their support through donating to their cause.

The other side to my role is community fundraising. Community fundraising is where people in the community host mini-events (e.g. bake sales, garage sales, mufti days, etc.) and donate the money to SPCA. It is my job to assist them with their fundraisers and help with logistics and any questions they may have.





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3 What do you enjoy most about being an SPCA Community Fundraising and Events Coordinator?

I love the variety in the role – each day is completely different! I also love the people that I meet, talk to, and liaise with – it's so rewarding. We have awesome teams of people within SPCA and it's a great feeling to be making a difference every day.

4 What did you have to do to become an SPCA Community Fundraising and Events Coordinator?

I completed a Bachelor of Commerce at University, majoring in Marketing. Although the skills I gained from this certainly helped me in this role, there are other avenues that you can take to get a position like this. One of the biggest things is to show you are passionate about the cause and be well-skilled in Microsoft Excel.

5 What skills do you think you need to be an SPCA Community Fundraising and Events Coordinator?

Being able to manage your time is very important. In this role, you are often balancing a range of tasks and you need to keep on top of everything. Being friendly, helpful, and approachable is also really key. Finally, being organised is essential because the role often involves planning, spreadsheets, rosters, lists, etc.

6 What advice would you give to someone who wants to become an SPCA Community Fundraising and Events Coordinator?

I would recommend trying to learn all about fundraising – you could sign up to some fundraising blogs to enhance your knowledge in that area. Fundraising is quite a niche/specialised field so it helps to know as much as possible. I would also recommend hosting your own SPCA fundraising event or signing up to one of SPCA's annual events so that you can understand how everything works and what it's like to host events!





How to work in Marketing & Fundraising at SPCA:

There are so many different careers in Marketing and Fundraising and several different pathways to get there.

Though the qualifications to get there varies, a tertiary qualification in communications, journalism, marketing and fundraising, or public relations is preferred.



Additionally, the qualifications and experience below are beneficial:

- Proven experience in customer service, events, fundraising, media relationships, communications, marketing and fundraising, public relations
- Excellent written communication ability, including writing for print and web publications
- An understanding of website management, social media marketing and email marketing
- Excellent understanding and ability in writing and style guides
- Strong communication skills
- Have experience with fundraising software

Fun Marketing & Fundraising Fact:

As a charity, SPCA needs to fundraise approximately \$43 million every year so that they can continue helping animals in need. Positions in Marketing and Fundraising, along with the amazing and generous support of our communities, help SPCA achieve that goal

