


VSA E-Volunteer Assignment Description

Assignment Title	Online Fundraising Advisor
Country	Papua New Guinea
Location of Partner Organisation	Kokopo, East New Britain
Partner Organisation	Pacific Island Projects (PIP)
Duration	12 months (Part-time)
Sustainable Development Goals	

41654

1. Partner organisation overview

Pacific Island Projects (PIP) is a not-for-profit organisation that supplies the sustainable forestry sector with a holistic, one-stop source of information. PIP works closely with communities and collaborates with partners and stakeholders to develop and distribute living and learning resources covering agriculture, forestry, and education. PIP is committed to supporting and strengthening the capacity of people and communities for impactful transformative changes, enabling more inclusive, equitable, and sustainable livelihoods. Through an inclusive and flexible resource distribution approach, PIP's user-friendly learning resources and information packs are freely available in various formats (audio, visual, and print) and digital platforms (including YouTube). For more information, please visit [PIP in PNG](#).

2. Assignment overview

The purpose of this assignment is to assist PIP to strengthen its online fundraising capacity and capabilities, enabling it to raise funds through online networks and platforms. The volunteer will collaboratively work with PIP and its Digital Communications and Marketing Advisor to develop and implement cost-effective strategies for financing PIP's outreach services. The funds raised will be used to produce and circulate living and learning resources for the sustainable forestry sector. This is a great opportunity for someone interested in using their knowledge, skills, and experience to assist PIP to continue to make a meaningful difference in the lives of the people.

3. Goal/outcomes/outputs

Goal

To support and strengthen PIP's online fundraising capacity by providing specialist knowledge, strategic guidance and operational support in the development and implementation of successful online fundraising programs and activities that assist PIP to achieve its outreach goals.

Outcome 1

PIP's online fundraising capacity is strengthened with new capabilities that ensure the ongoing management of successful online fundraising programs and activities. The Online Fundraising Advisor will:



- Lead the development of PIP's online fundraising strategy for delivering outreach services (e.g. target audiences, fundraising objectives, networks, platforms, content and future trends).
- Guide and support online fundraising programs and activities that secure the funds needed for PIP's recurrent outreach expenses (e.g. staff salaries and advertising fees).
- Guide and support online fundraising programs and activities that secure the funds needed for specific outreach activities (e.g. set-up community schools to access and utilise the Forest Learners Kit).
- Guide and support the ongoing appraisal of fundraising performance (e.g. produce quarterly reports that monitor, evaluate and enhance fundraising returns).

4. Reporting and working relationships and capacity building

This is an e-volunteer (e-vol) position. The volunteer will primarily communicate and work closely with PIP's Managing Director, Outreach Manager, and Digital Communications and Marketing Advisor. It is expected that the volunteer will collaboratively and constructively engage and work with other staff members and PIP's stakeholders to achieve desired outcomes for PIP.

The volunteer will report directly to PIP's Managing Director. While the volunteer will predominately work with the Outreach Manager and the Outreach Partners, the volunteer is encouraged to contribute to identifying capacity and capability gaps at an individual and organisational level and assist with addressing these gaps through training, mentorship, and coaching.

The volunteer and PIP will have an ongoing relationship with the VSA Programme Manager in terms of assignment monitoring, reporting, professional advice and personal support.

As needs on the ground may change over time, the volunteer is encouraged to review and update the Assignment Description in consultation with the partner organisation and VSA Programme Manager. By their very nature, development situations can involve significant change, so it is advisable that the volunteer periodically reviews and reflects on the Assignment Description throughout the Assignment to ensure the best development outcomes are being achieved.

5. Selection criteria/position requirements

Person specifications (professional)

Essential

- Proven success in running online fundraising programs and activities (e.g. crowdfunding, online donation forms, peer-to-peer events and text-to-give campaigns)
- Proven ability to manage online networks and platforms (crowdfunding, email, social media, paid advertising and advertising grants)
- Proven ability to communicate effectively to a range of audiences through online networks and platforms (e.g. content writing, layout, news, events, calls to action)
- Proven ability to plan, organise, motivate, and manage others to achieve results

Desirable

- Experience in marketing



Personal specification (personal)

Essential

- Professional, patient and supportive
- Strong interpersonal skills

6. VSA Essential Attributes

- Commitment to volunteering, to VSA and to the partner organisation
- Cross-cultural awareness
- Adaptability and a willingness to approach change or newness positively
- Able to form good relationships, both personally and professionally with work colleagues and in the community
- Resilience and an ability to manage setbacks
- Initiative and resourcefulness
- An ability to facilitate learning through skills exchange

7. Country Context

For more information about PNG, please visit [VSA in PNG](#)

Additional information

Residency status

VSA volunteers must be New Zealand citizens or have New Zealand permanent residency status, and currently living in NZ.

Final appointment

The final appointment will be subject to satisfactory VSA clearances, and partner organisation acceptance.

Children's Act

VSA is committed to the protection of vulnerable children and adults, which also includes meeting our commitment under the Children's Act 2014.

The information requested during the application process is necessary to assist VSA to determine applicant suitability to work and/or interact regularly with children and is part of a series of pre-selection checks undertaken on all applicants for VSA assignments.

E-Volunteer package

The volunteer's package includes the following:

Reimbursements

Volunteers will receive a monthly honorarium of NZ\$90 for a part-time assignment. This amount is expected to reimburse the volunteer for costs associated with undertaking the assignment.

Final terms and conditions relating to the specific volunteer assignment will be confirmed in a personalised volunteer contract.

