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| Designation: | General Manager-Resource Mobilization |
| Job Department: | Resource Mobilization |
| Reporting Manager: | Chairman |
| Experience: | 12+ years |
| Industry: | NGO/Development Sector |
| Qualification: | Any Post Graduate/Graduate |
| Employment Status (Permanent/part time/contractual): | Permanent |
| Job Location: | New Delhi, Head Quarter, Mumbai |
| CTC | 65,000-75,000 per month |
| No of Vacancies | 2 |

ROLE DESCRIPTION:

Responsible for Fundraising, Networking and volunteer management. Person needs to work on planning, development, and management of a PSU, CSR, HNI donors to mobilize resources and support accountability of transparent contribution management. And will be responsible for the analysis and management of all fundraising channels and activities, ensuring long-term, flexible and unrestricted resources for CanKids.

DEPARTMENT DESCRIPTION:

Resource Mobilization aims at acquiring resources and mobilizes people towards accomplishing the CanKids goals. It lay's emphasis on towards bringing money, supporters, attention of the media, alliances with those in power, and refining the fundraising channels and activities, ensuring long-term, flexible and unrestricted resources for CanKids.

COMPETENCIES/ SKILL SET:

Resource Mobilization aims at acquiring resources and mobilizes people towards accomplishing the CanKids goals. It lay's emphasis on towards bringing money, supporters, attention of the media, alliances with those in power, and refining the fundraising channels and activities, ensuring long-term, flexible and unrestricted resources for CanKids.

COMPETENCIES/ SKILL SET:

- Progressively responsible for fundraising & marketing.
- Understanding of corporate social responsibility an asset.
- Proven skills in information, communication, networking, advocacy and ability to relate to mass media.
- Proven ability to effectively manage relationships with private sector and other UNICEF partners.
- Knowledge of development issues, strategies, as well as programming policies and procedures in international development cooperation.
- Proven ability to conceptualize, innovate, plan and execute ideas, as well as to impart knowledge and teach skills.
- Excellent leadership, management and teambuilding skills.

KEY RESULT AREAS:

1. Strategy formulation for Mobilization, allocations & building resources. Make action plans with time line, based on the Strategy

2. Develop relations with existing donors and increase donor base for Cankids. Ensure Database of Donors and well-wishers is maintained in a usable format.
3. Ensure Fundraising in accordance with predetermined targets
4. Brand building activities
5. Relation development with existing and prospective donors
6. Writing Proposals with the consultation of the relevant project teams
7. Monitoring and impact study for report writing
8. Servicing Donors and updating them within a reasonable frequency

DUTIES AND RESPONSIBILITIES:

Strategic Management:

1. Development, management and evaluation of the marketing strategies for RM, including the analysis of all fundraising channels and marketing activities in order to ensure maximum profitability.
2. Defining objectives and priorities related to target audience, fundraising and mobilization techniques/channels, needs for investment and resources, etc., and coordinates its implementation.
3. Setting and achievement of income budgets and for setting and keeping costing budgets.
4. Support to the development of a culture of social responsibility and upgrading of the social investments by clients and partners in order to ensure coherence and sustainability

Operational:

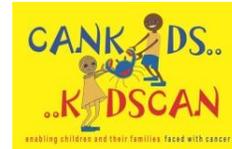
5. Develop, update and maintain effective Database of Donors and well-wishers in a usable format
6. Responsible for monitoring the fund flow pattern.
7. Relation development with existing and prospective donors
8. Writing Proposals with the consultation of the relevant project teams
9. Ensure complete coordination and communication with donors.
10. Accountable for synchronization and clubbing of various documents and accounts for donors.
11. Accountable for donors under PSU, CSR, HNI, FCRA (ministry).
12. Responsible for organizing and setting up various fund raising events like Rakhi festival, Diwali stalls etc.
13. Ensures effective supervision to the Cards & Gifts activities, supporting the transition process to the new business model and the negotiation with licensing partners.
14. Develop, update and maintain effective Database of Donors and well-wishers in a usable format
15. Accountable for rechecking and reviewing all the details relating to donors like amount donated, date of donation, name of donor, project related to donation etc. and update these records regularly in excel format.

Team Management:-

16. Provides leadership and supervision to the Resource Mobilization team for all fundraising activities (including private individuals, corporations and global partners). Lead the development of annual work plan and budget.
17. Responsible for training and orientation of a new team member.
18. Ensure regular remodeling in methodology.

Additional Duties:

This job description in no way states or implies that these are the only duties to be performed. You will be expected to follow any other job-related instructions and to perform other job-related duties as requested by your supervisor.



Acknowledgement:

I have received a copy of my job description and I understand the requirements of the position.

Employee's signature _____ Date _____

Supervisor's signature _____ Date _____