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| **Designation:** | General Manager-Resource Mobilization & Communications |
| **Job Department:** | Resource Mobilization & Communications |
| **Qualification:** | Graduate |
| **Experience:** | 10 years |
| **Job Location:** | New Delhi |

**ROLE DESCRIPTION:**

Responsible for raising funds from CSR, Institutional giving, corpus, and individual giving. Promotion, visibility & communication to donors, etc. Managing events and working with the team on Donor Management, Networking, Partnership Management, etc.

**DEPARTMENT DESCRIPTION:**

Resource Mobilization aims at acquiring resources and mobilizes people towards accomplishing the CanKids goals. It lays emphasis on 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.

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| **COMPETENCIES/ SKILL SET:** * Progressively responsible for fundraising & marketing.
* Understanding of corporate social responsibility as an asset.
* Proven skills in information, communication, networking, advocacy, and ability to relate to mass media.
* Proven ability to effectively manage relationships with the 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 team-building skills.

**KEY RESULT AREAS:**1. Partner assessments, contract preparation and monitoring, capacity building, and handholding support.
2. Donor relationship management to ensure value for money, budget utilization, writing need-based project proposals, timely statutory reports, and compliance with donors.
3. Development and updating of MIS, conducting mid-term and end-term assessments of programs.
4. Issue-based capacity building, periodical reports for donors/sponsors, annual progress reports, case studies, sponsorship communication, and Program closure reports.
5. Ensure Fundraising is in accordance with predetermined targets.
6. Brand-building activities thereby ensuring visibility of the organization.
7. Implementation of communication plans for fundraising

**DUTIES AND RESPONSIBILITIES:****Partnership Management –*** Communication and social media: Oversee content creation for the Website, social media, quarterly newsletters, and other materials for internal and external stakeholders. Developing the annual report of the organization.
* Developing proposals and budgets: Developing innovative proposals with budgets, concept notes, and other information communication material to potential donors (in CSR). Writing empanelment requests on behalf of the organization. Accompanying partnership teams for the meeting to explain the project and understand the donor’s expectations. Facilitate due diligence during partner onboarding.
* Reporting and documentation: Ensuring effective donor reporting as per the agreed deliverables, and timelines. Maintaining the MIS for proposals, reporting calendar, and other due diligence requirements. Devising innovative corporate reporting formats, and factsheets of the existing donors.
* Competitive benchmarking: Identifying platforms to share the work of the organization to increase visibility. Develop award applications to showcase the work of the organization. Networking for CanKids programmed and learning/representation opportunities through CSR.
* Programme support: Regular coordination with the Programme team to understand program progress. Support teams in designing tools and formats for monitoring, evaluation, and data collection
* Attending external workshops to build capacity on Institutional partnerships/ branding/ CSR

**Donor Management –** * Build and manage the knowledge resource infrastructure for donors
* Implement systems for donor management to bring the best services and work on insights to build a loyalty program.
* Planning, designing, configuring, and set-up up systems suiting individual donor servicing, donation process management, and monitoring/reviewing of progress on a regular basis.
* Improved donor service & communication
* Develop KPIs, cost measures, and standards for monitoring incomes, expenses, and donation process.
* Developed Welcome Kit for acquired donors, and set communication calendar in place for committed donors to ensure retention.
* Analysis of donor segments and development of related plans.

**Resource Mobilization –** * Development of concepts and resource mobilization.
* Development and implementation of marketing activities to build programs.
* Brand positioning and building innovative partnership models and generating marketing opportunities and support in increasing visibility.
* Conceptualization of scalable campaigns and programs to advocate policy implementation processes.
* Organizing national-level seminars and conferences for brand visibility
* Identify and manage national and international funding from overseas foundations/ corporates.
* Managing team members for effective resource mobilization and brand-building activities.
* Managing stakeholders, critical donors, and communications

**Promotion, Visibility, and Communication to donors –** * Identify & implement Fundraising & Communications channels to improve the impact of all Fundraising & communications efforts including Fund Development, donor relations, and internal and external communications.
* Drive fundraising innovation like Institutional, Corporate, Individual, Sponsorship, HNIs, Events, etc
* Support and coordinate the development of high-quality funding proposal, Concept Note, project proposals to ensure they are aligned with the donor requirements.
* Proactively engage in discussions with Corporates, Institutions Donor, etc
* Facilitate and coordinate institutional funding activities such as cross regional Capacity building, Knowledge sharing and partnership management and external stakeholders.
* Ensure communications collaterals & contents are aligned with the goals & objectives of the organization.
* Oversee efforts to ensure clear, consistent and effective communications with all key funding, policy, and partnership audiences.
* Lead efforts to organize and plan visits and briefings with existing and potential donors and other partners.
* Aims to strengthen the brand awareness, credibility and acceptance with the overall goal to support fundraising activities.
* Oversee the production of all the marketing and public relation collaterals.
* Cultivate and strengthen long- term relationship with donors and strategic communication partners

**Operational:**1. Develop, update and maintain effective Database of Donors and well-wishers in a usable format
2. Responsible for monitoring the fund flow pattern.
3. Relation development with existing and prospective donors
4. Writing Proposals with the consultation of the relevant project teams
5. Ensure complete coordination and communication with donors.
6. Accountable for synchronization and clubbing of various documents and accounts for donors.
7. Accountable for donors under PSU, CSR, HNI, FCRA (ministry).
8. Responsible for organizing and setting up various fund raising events like Rakhi festival, Diwali stalls etc.
9. Ensures effective supervision to the Cards & Gifts activities, supporting the transition process to the new business model and the negotiation with licensing partners.
10. Develop, update and maintain effective Database of Donors and well-wishers in a usable format
11. 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: -**1. Provides leadership and supervision to the Resource Mobilization team for all fundraising activities (including private individuals, corporations, and global partners). Lead the development of the annual work plan and budget.
2. Responsible for training and orientation of a new team member.
3. Ensure regular remodeling in methodology.
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**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.