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| **Job Title:** | **Manager - Fund Raising & Communications**  **Reports to:** Senior Manager - Operations**Positions reporting into the role:** Communications Executive**Key Interfaces:** 1. CEO on matters related to funding requirement and Masoom funding strategy
2. Finance for understanding of budgetary requirements
3. Funders to understand allotment of different school profiles
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| **Position Summary**  | This role is responsible for implementing Masoom fundraising annual plans; engaging with existing and potential funders; meeting the funding targets to ensure the organization’s strategies and objectives also must ensure that Masoom activities and programmes are effectively showcased with different stakeholders and audiences through effectively managed communication channels. This is an implementation role, which supports the role of CEO. |
| **Key Responsibilities**  | **Fund Raising:*** To raise financial and resources in kind for the organization as per the set target
* Develop a sound understanding of the funding requirements of Masoom for the financial period; based on this develop the funding plan for the year
* Identify potential and Assess existing funders and capture complete information as defined by the organisation
* To be able to write funding proposals in line with Masoom requirements, funding guidelines and existing templates for review by the CEO.
* Ensure accurate information is maintained on MIS for funds utilization.
* Ensure that donor reports meet requirements and meet timelines
* Research and identify online portals for funding

**Donor Relationship & Engagement:*** Be abreast of relevant activities and updates of funder activity; inform the CEO along with recommendation on opportunity to engage with funder (if it exists)
* Ensure timely reports to funders

**Branding :*** Media networking and coverage through different channels
* Reaching out to corporate sector for CSR activities
* Be aware of and inform the CEO on potential networking events and fundraising forums where Masoom can participate
* Organize fundraising events as per the operational plan for the year and under the guidance of the CEO
* Keep a database of Masoom public relation and other such material to showcase to existing and potential funders
* Identify and develop larger communication drives along with Program team to support their activities
* Identify communication ideas and ways to promote Masoom activities.
* Track effectiveness of Communication drives and activities in terms of clear indicators as well as budgets

**Communication Management**:* Define and cascade the overall Communication policy for Masoom to ensure standards, uniformity.
* Chart out different activities related to Communication to create a Communication Calendar; ensure alignment of this Communication Calendar with Masoom objectives and activities
* Timely implementation of communications calendar
* Manage the production of all communication material and collaterals to ensure that the Communication creates the desired impact

**Reporting**:* Coordinate the preparation of all reports and statements as required as per schedule and donor requirement
* Reporting to Board, funders, donors as and when required along with relevant documentation
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| **Work timing** | 10am to 6pm  |
| **Work Location** | Mumbai |
| **Qualification, Experience & skills** | * It’s a target based role. The position should also have a good knowledge of Budgets and basic excel skills.
* Post graduate degree in social sciences, development studies, business management or equivalent qualification.
* Minimum 4 years experience in management with demonstrated expertise in strategic thinking and in similar organization preferred;
* Strong communication skills, content and verbal
* Demonstrate expertise in Proposal writing, 2Pagers, Concept notes, PPTs and Budgets experience is a must.
* Experience in developing and cultivating donors and relationships with multiple community stakeholders;
* Demonstrate expertise in effective web-based activities including social marketing and e-philanthropy and organizing events
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