



Job Description- Fundraising Consultant

About Rubaroo- Rubaroo is an NGO based out of Mumbai that aims to address the issue of child sexual abuse through awareness and prevention programmes. We envision a world free of child sexual abuse for safer and happier children

Purpose of this Position: This is a very dynamic role for an energetic, self-motivated individual who is not afraid to take on big challenges. The Consultant will be focusing on the fundraising efforts of Rubaroo as well as providing support to the development & execution of the fundraising strategy.

Location	Mumbai
Time Commitment	Full Time
Reporting to	Directors

Key Responsibilities	
1	<p>Growing and delivering Business Development Strategy and Planning</p> <ul style="list-style-type: none">● Support with defining long-term organisational strategic goals● Create pipeline strategy● Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.● Identify trendsetter ideas by researching industry and related events, publications, and announcements; track individual contributors and their accomplishments.● Present to and consult with mid and senior level management on new trends with a view to developing new approaches, campaigns and distribution channels.● Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in visibility and incoming revenue.● Using knowledge of the market and competitors, identify and develop the organization's unique selling propositions and differentiators.● Maintain extensive knowledge of current market conditions.

2.	<p>Business Development:</p> <ul style="list-style-type: none"> ● Individual Donors (High Net-worth Individuals/Retail Donors): <ul style="list-style-type: none"> ○ Develop the pipeline of new donors coming into the organization through cold calls, meetings, etc. ○ Research, identify and cultivate relationships with prospective individual donors and present Rubaroo and its work to secure high level donations. ○ Convert them into confirmed donors and strengthen relations with existing donors. ● CSR and Grants: <ul style="list-style-type: none"> ○ Identify opportunities and potential tie ups that will bring in revenue, support and funds for Rubaroo. ○ Plan persuasive approaches, campaigns and pitches that will convince potential donors. ○ Work with the team to develop proposals that speak to the donor's needs, concerns and objectives. ○ Negotiate and close deals. ○ Develop and implement strategies for strengthening relationships with existing Business supporters. ● Events and Partner Fundraising <ul style="list-style-type: none"> ○ Identify collateral needs (eg publications, video, online communications, mailing materials) to support Rubaroo fundraising activities. ○ Undertake Direct Marketing campaigns, including mail and online appeals. ○ Set up, coordinate and organize fundraising events for Rubaroo and Rubaroo Partners.
3.	<p>Donor Data Management</p> <ul style="list-style-type: none"> ● Ensure that data is accurately entered and managed within the organisation's data management systems. ● Forecast targets and ensure they are met by the team ● Track and record activity ● Monitor, evaluate and report on the effectiveness of individual fundraising initiatives and campaigns ● Present business development training and mentoring to business developers and other internal staff ● Develop and maintain donor relations management systems to support fund raising activities of Rubaroo and our partner NGOs. ● Database segmentation and management

4.	<p>Setting up systems for donor management and implementing them</p> <ul style="list-style-type: none"> ● Build key Donor relationships and provide support as required. ● Maintaining and leveraging your network. ● Grow and develop Donor retention strategy. ● Work with the Communications Team to develop a strategic approach to the supporter experience through. ● Donor communications and engagement.
5.	<p>Others</p> <ul style="list-style-type: none"> ● Conduct research and assist with setting up of meetings at networking events. ● Provide support with revenue generating projects ● Manage Reporting Calendar & ensure timely reporting being sent out to Donors

- **Qualifications and Experience:**

Graduate/Post graduate in Mass Communication, Fundraising or any related field

- 2-4 years of relevant work experience across areas such as Fund-raising, Public Relations, Marketing & Communications etc. A background in sales could also be considered
- Experience in the field of Education and the Social Sector preferred

- **Knowledge and Skills:**

Strong interpersonal skills

- Strong relationship building skills
- Strong written and verbal communication skills
- Proficient use of MS Office (Excel, Powerpoint, Word) and Google Suite (Docs, Slides, Sheets)
- Strong data management skills
- Strong stakeholder management skills

Competencies

- Takes initiative
- Is an organized thinker
- Is curious and a learner
- Uses limited resources to deliver unlimited results
- Attention to detail
- Goal driven

Remuneration: 35,000/-