

CBM India Trust

Position Profile

CBM India Trust is committed to improving the quality of life of people with disabilities. CBM address disability as a cause and consequence of poverty in the most disadvantaged communities of the world. We work in partnership with local, national, and international actors with the aim of creating a more equal society for all. Our vision is to have an inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

Title: Head / Manager Retail & Individual Giving

Department: Development and Sustainability

Location: Bangalore or as per the requirement

Reporting: Director Development and Sustainability

Position Objective: To strategize and build CBM India's Retail fundraising portfolio under the individual giving. (Raising individual donors through online platforms, Cloud fundraising, face to face, events, employee payroll giving, educational institution, faith-based organisation, volunteering engagement and create base of individual sponsors/donors and cultivate for recurring giving for the new donors and enhance donor satisfaction of giving through strategic reporting)

Job specification:

Major Task and Activities:

- Raising funds through Face to Face, events
- Online platforms/cloud fundraising/Emails
- Employee Payroll giving
- Educational Students /Faith based institution fundraising,
- Volunteering engagement
- General individual fundraising
- Brand events

- **Strategize, create, lead and coordinate Campaigns adhering to the timelines, targets and contextual to the season.**
 - Planning and generating the cultivation campaign charter with various timelines.
 - Analysis of cultivation campaigns
 - Coordinating the designing of the creatives with various stakeholders (Includes Comms/ Program/finance etc)
 - Coordinate and obtain relevant databases based on Analysis outcomes with the data team.
 - Provide directions for an integrated fundraising approach relevant to the Cultivation campaign, Target Database with in the limited available budgets.
- **Create and maximise revenue from each of the Cultivation Campaign using the state of art technology with the allocated resources.**
 - Use of technology and maximise on returns of engagement and investments.

- Launching the Cultivation campaigns as per the flow of new one-time donors.
- Assisting in terms of strategy change owing to non-performance of any Cultivation Campaigns
- **Deliver Donor Satisfaction using resources supporting the utilisation of donor contributions for the beneficiaries in need.**
 - Coordinate with all the concerned stakeholders to understand the AIP (Annual Implementation plan) of various projects to effectively plan the fundraising.
 - Ensure Program needs are translated into components for fundraising.
 - Provide general impact reports to donors to satisfy on the fund utilization and build donor loyalty to help them on recurring giving.
- **Identify new Channels that will enable effective fundraising.**
 - Constantly innovate and explore multiple avenues of retail fundraising.
- **Constantly involve in adjusting the way fundraising happens.**
 - Prepare pre-fundraising materials-- leaflet, standees, registration forms.
 - Manage post fundraising activity—thank you letter, receipts, data base.
 - Attend events, meetings, or conferences to promote organizational goals.
 - Implement annual giving campaigns or direct mail program
 - Develop and manage systems and process in donor servicing

Skill Sets and Ability

- Persuasive Communication - Good verbal and communication skills
- Delegation – Good Interpersonal skills and collaborative approach
- Planning – Plan to achieve and achieve to plan. Ability to conceptualize and create campaigns and creatives to support. Develop strategies to encourage increased and recurring individual giving.
- Responsibility - Proactive leadership and a go-getter attitude to achieve plans.
- Commitment to the cause - Knowledge of cause marketing
- Flexibility to work with inter-departments.
- Tech savvy with online and crowd funding platforms knowledge
- Event Management skills
- Ability to interact and engage with all gamut's of people (Corporate, educational institutions, students, public)
- Inclusive approach and belief In Multi-Cultural Ethos
- Ability to Travel –within city and travel across country to visit corporates, educational institutions and where our partners are located
- Knowledge of tech products enabling seamless donor management systems

Educational

The candidate could be postgraduate with a specialisation in English/Mass Communication/Social work/Rural/Development Management/Social Sciences. Candidates with stronger work experience with a graduate degree will also be considered, if with understanding of development sector. Graduates welcome if other parameters are matching.

Work Experience

- 3 to 5 years in similar role doing all or few of them activities mentioned above with a flair for retail fundraising experience in retail fundraising for NGOs.

Other details

- Base location for this position would be Bangalore.
- Candidate should be flexible to travel as needed.
- Salary range: will be disclosed later.
- To be able to join us in one month.
- This position requires travelling ALL parts of India.

The future job holder adheres to CBM Policies and procedures, commits to CBM's Child Safeguarding Policy, Code of Conduct and follows CBM's safety & security protocols.

CBM encourages Women and persons with disabilities to explore this important opportunity.