



## **CBM India Trust**

### **Position Profile**

CBM India Trust is committed to improving the quality of life of people with disabilities. CBM India addresses 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.

**Position: City Manager**

**Location: Mumbai, Bengaluru, Chennai**

**Reporting to: Area Manager**

**Unit: Retail Fundraising – Face-to- Face(F2F)**

#### **Objective:**

The Face-to-Face (F2F) fundraising model is a crucial public engagement and donor acquisition strategy that helps CBM India sustain and scale its mission.

The City Manager will be responsible for the overall leadership, coordination, and performance of the F2F fundraising operations in their assigned city. This role serves as the local profit centre head, accountable for staff recruitment, training, performance, public engagement, budget control, and compliance. The City Manager plays a strategic role in enhancing CBM India's visibility, acquiring new individual donors, and building sustainable revenue streams to support the organization's disability-inclusive programs.

#### **Responsibilities:**

##### **1. Strategic Planning and Execution**

- Support the Area Manager in the development and implementation of annual fundraising plans and city-specific budgets.
- Execute F2F fundraising strategies across various channels including street campaigns, outreach at residential and commercial venues, events at educational institutions, and targeted one-time donation drives.
- Identify and evaluate new opportunities and locations for fundraising based on footfall, accessibility, and donor behaviour insights.
- Maintain a calendar of fundraising activities and events to ensure consistent visibility and engagement across the city.
- Work closely with outreach officers to get permission from different type of venues for creating fundraising opportunities for the team.

## **2. Operational and Performance Management**

- Ensure all field operations and donor acquisition activities adhere to CBM India's ethical standards, compliance requirements, and fundraising protocols.
- Monitor team performance against agreed key performance indicators (KPIs) and take timely corrective actions to meet monthly and annual targets.
- Ensure accurate and timely reporting of daily activities, donor data, field issues, and expense utilization to the Area Manager.

## **3. Team Leadership and Development**

- Directly manage a team of 3–4 team leaders and oversee a total field team of 25–30 fundraisers.
- Lead end-to-end recruitment processes, including liaison with agencies, interviews, onboarding, and exit formalities.
- Design and facilitate structured induction and on-the-job training modules, with a focus on disability awareness, donor engagement skills, and CBM India's campaign messaging.
- Promote a culture of motivation, recognition, and accountability to retain top talent and reduce staff attrition.

## **4. Financial Management**

- Manage the city's allocated fundraising budget, including petty cash, ensuring all expenses are within approved limits and policies.
- Track return on investment (ROI) and ensure the cost-effectiveness of outreach and campaign activities.

## **5. Stakeholder and Public Engagement**

- Act as the primary point of contact for venue partners, vendors, educational institutions, and local authorities to facilitate fundraising permissions and partnerships.
- Collaborate with the program and communication teams to localize campaigns and incorporate impact stories that resonate with prospective donors.

## **6. Decision-Making Authority**

- Hiring and separation decisions for fundraisers and team leaders in the assigned city.

- Allocation and deployment of staff across different fundraising locations and campaign formats.
- Tactical adjustments to campaign schedules and locations based on field performance and donor insights.

### Key Internal & External Stakeholders

Stakeholder	Frequency	Purpose
Outreach Manager	Bi-weekly	Coordination for permissions at corporate venues
Group Coordinators / Fundraisers	Daily	Provide direction on team coaching and skills enhancement
Area Manager	Daily	Operational updates and decision-making support
Donor Services & Data Manager	As required	Donor query handling and data validation
Program Team	As required	Campaign information and event collaboration
Learning Manager	As required	Training needs and skill development
Head – Retail Fundraising	Monthly	Strategic reporting and problem-solving
Director – Sustainability	Occasionally	High-level updates and escalations
Vendors, Recruitment Agencies	As required	Hiring support and logistical coordination
Police/Civic Authorities	As required	Negotiation and troubleshooting for location approvals
Prospective Donors	Daily	Engagement and support for donor conversion

### Resources Managed

- **People:** Management of 25–30 field team members, including direct supervision of 3–4 team leaders.
- **Finance:** Control of delegated city budget and operational expenses.
- **Premises:** Accountability for safety, maintenance, and security of local office infrastructure and assets.

### Competencies



- **Planning & Organization:** Ability to plan city-wide fundraising deployments across multiple venues and fundraising streams.
- **Analysis & Problem Solving:** Ability to interpret fundraising metrics, identify trends, and take data-driven corrective actions.
- **Innovation:** Demonstrate initiative in creating local campaigns, events, and team engagement programs to improve outreach and ROI.
- **Adaptability:** Navigate dynamic field conditions, regulatory challenges, and changing donor behaviors with agility and resilience.

### Qualifications, Skills & Experience

- Bachelor's degree in marketing, social sciences, or related field; MBA preferred.
- Minimum 4–6 years of experience in field sales, direct marketing, or fundraising, preferably in a nonprofit/social impact setting.
- Demonstrated experience in leading large teams (20+ members), preferably in a performance-driven, target-oriented environment.
- Strong communication skills in English and the local language.
- Proficiency in MS Office and data reporting tools.
- Strong interpersonal skills, conflict resolution abilities, and a high degree of cultural and gender sensitivity.

### Work Environment and Travel

- Primarily field-based role requiring regular presence at outreach locations.
- Occasional travel to the head office or other cities for training, coordination, and skill-sharing workshops.

### Other Responsibilities

- Undertake additional tasks and projects as assigned by the Area Manager in alignment with CBM India's goals and fundraising strategy.

The future job holder is expected to adhere to CBM India's policies and procedures, commit to CBM India's Child Safeguarding Policy and Code of Conduct, and follow CBM India's safety & security protocols.

CBM India encourages persons with disabilities and Women to explore this important



opportunity.

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