



JOB DESCRIPTION

JOB DESCRIPTION FOR THE ROLE OF: CONSULTANT DIGITAL FUNDRAISING

ROLE REPORTS TO: ASSOCIATE DIRECTOR FUNDRAISING

NO OF HOURS- 160 HOURS PER MONTH

LOCATION- SANTACRUZ

PURPOSE OF THE ROLE:

To strategize on and execute the organization's digital fundraising plan to help meet the overall fundraising requirements for the organisation.

RESPONSIBILITIES (DAY TO DAY ACTIVITIES)

1. Explore various avenues to fundraise online for SNEHA organization and programs.
2. Plan and execute online fundraising campaigns
3. Coordinate with program and domain teams as required for planning and designing online campaigns, donor report submissions, etc.
4. Registration on identified platforms (crowdfunding sites, intermediary organisations, etc.)
5. Plan and execute online collaborations with corporates, individuals and other entities
6. Completion of due diligence formats, helping with online proposal forms, accreditations
7. Updation of donor data and managing donor lists, donor communications and report generation on donor management system, related to online fundraising campaigns
8. Enable timely communication with donors – issue of 80G receipts, donor reporting, other updates and regular communications with donors
9. Help with organization of fundraising and donor events, including Marathon, Annual Fundraiser, Donor round-tables and other events
10. Support to Communications Manager on digital and online platforms
 - a. Coordinate for online crowdfunding and fundraising campaigns
 - b. E-newsletters and Emailers to the database through Zoho CRM
 - c. Social media posts and analysis
 - d. Website analysis
11. Any other work that may be assigned to achieve fundraising and organizational goals
12. Ensure adherence to SNEHA values, policies and guidelines.

EDUCATION QUALIFICATION / PROFILE REQUIRED FOR THIS POSITION ESSENTIAL

1. Bachelor's degree in any discipline, with strong communication skills
2. Minimum of 3-4 years relevant experience working in digital marketing or in similar field

DESIRABLE

1. Should have experience in Social Media Marketing, B2C marketing (Digital)
2. Strong understanding of search and social media marketing platforms will be preferred
3. Work experience in E-Commerce organization or a Start-up is preferred
4. Experience in development sector will be added advantage

ESSENTIAL (5 ESSENTIAL SKILLS FOR THE ROLE)

1. Good Communication skills in all forms – written, oral and online
2. Strong organization and implementation skills
3. Should work well in a team
4. Ability to innovate
5. Sound values and work ethics

DESIRABLE (5 DESIREABLE SKILLS FOR THE ROLE)

1. Achievement mind set and an eagerness to take initiative
2. Constantly learning and innovating
3. Ability to work with cross functional teams
4. Problem solver and results oriented
5. Positive and supportive approach

WORKING RELATIONSHIPS

Internal: Program teams, Finance team, Communications, HR & Admin, IM, Research, M&E

External: Crowdfunding platforms, Social media organisations, Social sector Intermediary organisations, CSR donors, Prospective donors, Retail donors, Institutional donors, Website vendor, Payment gateway channels, Accreditation agencies, CRM software vendor

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated from this role. Other tasks may be assigned as necessary according to organizational needs.

APPLICATIONS

Interested candidates can send CV via email on: shikha.kotian@snehamumbai.org OR recruitment@snehamumbai.org to with Subject line: SNEHA: **CENTRAL OPERATION-CONSULTANT DIGITAL FUNDRAISING- SANTACRUZ**

