



Designation: Manager – Individual Fundraising	Reports to: Head- Fundraising
Remuneration: In line with industry standards	Work Location: Noida
Functional Area: Individual Fundraising	Timings: 9am – 6pm Monday - Saturday
<p>Purpose of Role:</p> <p>CASA is an Indian NGO established in 1947 with an objective to strengthen the poor and promote the efforts to elevate the marginalized groups towards sustainable development. CASA works in India with three zonal and 18 sector offices with its mandate to carry out its interventions irrespective of religious, ethnic, caste or political considerations. We have an exciting opportunity for a talented Fundraiser to lead and Manage the individual fundraising programme for CASA at the National level and make a real difference to the lives of most marginalized, vulnerable and poor people</p> <p>This post provides strategic and tactical leadership across all areas of individual giving, driving best practice with the ultimate aim of maximizing income for CASA from these channels, and particularly regular resources (RR). Key business areas will be pledge acquisition, retention and value maximization; one-off gifts including middle donor and high value donor programs; fundraising from individuals in emergencies and legacy marketing. A key focus area will be identifying opportunities to integrate these channels and optimizing results across offline and online channels.</p>	
<p>Key Functions:</p> <p>Strategic Planning</p> <ul style="list-style-type: none"> • Develop, Implement and review a fundraising strategy to acquire supporters. • Significantly increase income across a range of funding streams. • Monitor all activities against targets and key performance indicators. • Produce annual and long-term income and expenditure budgets and monitor results against them, advising management of any significant deviations. • Provide regular reporting on the progress of fundraising plan and budget. • Identify and develop opportunities to increase income and improve cost efficiency on an on-going basis. <p>Management</p> <ul style="list-style-type: none"> • Lead the fundraising team, including conducting regular supervision sessions and appraisals and identifying development opportunities. Also, be responsible for training and coaching of the team as the market does not have experienced fundraisers. • Communicate key strategic, organizational and external issues affecting fundraising activities. • Test and develop a variety of channels through which CASA can acquire supporters. 	

- Ensure constant monitoring and refine a supporter retention strategy to build lasting relationships with financial supporters.
- Ensure that fundraising activities consistently reflect the value of CASA and comply with relevant legal regulations.
- Implement the High Value Program (major donors) in order to diversify income base.
- Oversight of Corporate relations, where relevant.

Qualification, Experience and Skills:

Experience

- At least 8 years hands-on experience of managing direct marketing fundraising activities, with at least 5 of those years in charities/NGOs with experience in individual giving (direct debit monthly donation, one-off donations).
- Proven ability to coordinate complex, multi-million dollar programmes and work with senior level management.
- Preference will be given to candidates with National fundraising experience and those candidates who have worked on both agency and client side.
- Experience in working with customer or supporter/donor databases.
- Experience in managing external agencies such as marketing agencies.
- Experience in raising individual and High Value funds.

Education

- University degree in “Business Management, Marketing, Communication, social sciences, humanities, public relations, or a related discipline.
- A first level university degree in combination with qualifying experience may be accepted in lieu of the advanced university degree.

Languages

- Fluency in English is required
- Proficiency in another language an advantage.

Skills

- Ability to demonstrate understanding of customer service and loyalty to enable the development of a sustainable income base for the organization.
- Proven financial management and analytical skills including experience in planning and managing budgets.
- Excellent written and verbal communications skills with the ability to sell ideas and negotiate.
- Proficiency in the use of standard computer software, especially Microsoft Office.
- Ability to work to deadlines and prioritize workloads.
- Leadership and motivation skills.
- Relationship building and networking skills.

Personal Attributes:

The incumbent must maintain confidentiality, use sound judgement and perform independently while performing the duties. The incumbent must also demonstrate the following personal attributes:

1. Maintain standards of conduct.
2. Be respectful.
3. Be flexible.
4. Demonstrate sound work ethics.
5. Being consistent and fair.

How to Apply:

1. Send an e-mail to casa@del6.vsnl.net.in with your **CV** and **Cover Letter**
2. Please mention "Manager: Individual Fundraising – CASA" in the subject line
3. Attachment: Please attach only your **CV** and **cover letter** in a **single word file**. The file should be named as: "**Your First name, Middle name, Last name**".
4. Last date of receiving applications is 28th March, 2017
5. Only short-listed candidates will be contacted.