

## **Designation: Manager – Individual Fundraising**

- Location: CASA Office, Rajendra Place Delhi
- Timings: 9.00am-6.00pm, Monday to Saturday
- Qualification: Post Graduation in Business Management/Marketing. A first level degree in combination with qualifying experience may be accepted in lieu of advanced university degree.
- Experience: min. 6-8 years' experience in managing direct fundraising activities , with at least 4-5 years in charities/ NGOs with experience in Individual giving.
- Salary: Approx. 12 lakhs per annum

## **About CASA**

Church's Auxiliary for Social Action (CASA) is a national, voluntary organisation which seeks to strengthen the poor and promote the efforts of marginalized groups of the Indian society, beyond any ethnic, religious or political barriers, towards sustainable development leading to social justice and self-sufficiency. CASA also extends emergency relief aid to victims of natural or man-made disasters. CASA has been engaged in these humanitarian activities for the last 72 years.

CASA has an exciting opportunity for a talented Fundraiser to lead and manage the Individual Fundraising programme for CASA India, at the National level and make a real difference to the lives of most marginalized, vulnerable and poor people.

## **About the Role**

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.

As Manager – Individual fundraising, you will be expected to provide strong leadership and a capacity for effective teamwork and collaboration across functional areas. You must have a proven ability to coordinate complex, high value programmes and work with senior level management.

Candidates with experience in working with donor databases, external marketing agencies and raising high value funds will be preferred.

*If you are a proactive person with a strong fundraising background, take pride and ownership in your contribution, have excellent attention to detail and want to be part of a social welfare organisation this could be your next long term role.*

Please email your CV to Manager – Local Resource Mobilization at [ekta@casa-india.org](mailto:ekta@casa-india.org) or call +91 11 25730611 for further information. Last date for receiving applications is 20 July 2022

Log on to [www.casa-india.org](http://www.casa-india.org) to know more about us.