

Job Description – Resource Mobilization Manager

Designation	Resource Mobilization Manager
Department	Purpose and Resource Mobilization
Location	Mumbai
Employment Type	Renewable Full Time Employment Contract
Report to	AGM Individual Giving

Organization Background

Established in 2007, Educate Girls' is a non-profit that focusses on mobilizing communities for girls' education in India's rural and educationally backward areas.

Strongly aligned with the 'Right to Education Act' or the 'Samagra Siksha', Educate Girls is committed to the Government's vision to improve access to primary education for children, especially young girls.

For further details about organization please visit www.educategirls.ngo

Our Values

Gender Equality	Being able to treat people equally irrespective of gender
Integrity	Possess the ability to “know and do” what is right
Excellence	Being outstanding or extremely good, striving to lead by performance excellence
Collaboration	Working effectively and inclusively with a range of people both within and outside of the organization
Empathy	Being able to understand and share the feelings of another and use that understanding to guide our actions

Our Competencies

Strategic Thinking – Think big yet act focused	Taking Ownership – Feel responsible & accountable	Analytical Thinking – Stay true to your data
Developing Talent – Growing and taking people together		Ensuring Alignment – Think differently but work together

Job Profile

Resource Mobilization Manager will work with the resource mobilization team at Educate Girls with a focus on growing the HNI donor base and maintaining donor relations through data backed strategy

Background of role

This role will be responsible for engaging with existing HNI (High Net Worth Individuals) donors, growing them and adding new donors.

This role will also play a crucial role in supporting the entire resource mobilization team with research that will help identify new donors, approach them and deepen ties with existing donors of all types – Corporate, Institutional and HNI.

Educate Girls has a bold vision to impact over 10 million beneficiaries over the next 10 years, making us one of the largest organizations working in the girl education space in India. This role will be critical in supporting the team in designing a holistic fundraising strategy to meet its goals.

Areas of Responsibility

Business Development:

- Work with the HNI team to acquire new HNI donors and maintain relationships with existing donors at Educate Girls
- Craft winning grant applications and fundraising proposals wherever required
- Manage donor and stakeholder field visits
- Create annual fundraising plan and budget, and ensure goals and targets are being met on a month-on-month basis
- Effectively convey the organization's mission, vision, and programs to potential donors over face-to-face meetings
- Plan donor engagement activities, events etc.

Donor relationship management:

- Provide support in end to end donor management from onboarding to retention by ensuring donor delight
- Set regular calls and meetings with major donors to keep them engaged and updated
- Understand customer needs, maximize retention and growth
- Plan, prepare and share regular customized updates, reports etc to keep donors updated
- Responsible for managing and developing long term relationships with the donors and upgrading them up the donor pyramid.

Research:

- Undertake proactive research that will guide donor-centric and data driven decision-making related to prospects and donors.
- Research and build an exhaustive donor database of different donor types (Institutional, Corporates and HNIs) by analyzing private and publicly available information – across the world with a focus on India and US.
- Identify their giving strategies and focus areas to find areas of alignment with our cause, program or geography.
- Do a detailed analysis of the prospective donors and existing donors and draw actionable insights about them.
- Use this information to support the team in drawing up plans to approach prospects and to bolster relationships with the existing donors – referrals, events we should host and attend, targeted brand campaigns that we should run etc.

- Set internal donor level targets after conducting thorough evaluation of donors for both their giving capacity and affinity to girl education cause.
- Maintain and update the donor database with information about the latest outreach and conversations with donors and new leads.
- Support the team in handling incoming leads and converting them.

Liaise with: All internal departments within Educate Girls, external vendors and donors.

Education Background: Post graduate degree in marketing or relevant field is preferred.

Work Experience: 3-5 years of experience in research based role. Experience in developing and managing HNI relationships is a plus.

Skills Set:

- **Soft skills:**
 - Good communication and relationship-building skills
 - Good interpersonal skills
 - Ability to manage time and prioritize projects to meet deadlines
 - Good critical thinking skills
 - Good presentation skills
 - Strong attention to detail
 - Proficient in English and Hindi
- **Technical skills:**
 - Proficient in MS Office (Excel, PowerPoint, Word)
 - Great analytical skills
 - Bachelor's degree in development research or relevant field
 - Proven track record of success and ability to synthesize large amounts of data into concise reports
 - Strong writing skills and attention to detail.
 - Ability and willingness to learn and grow with technological change.

Travel requirement: Regular travel to program locations and meeting donors

"Educate Girls is committed to achieving 50/50 gender balance in its staff. Female candidates are strongly encouraged to apply for this position."