

JOB TITLE: Head/Senior Manager Sustainability (Marketing Communication and Fundraising)

LOCATION: MUMBAI

DESCRIPTION: The purpose of this role is to lead brand development and corporate partnerships by effectively communicating the organization's vision with stakeholders and ensuring that existing and new stakeholders are engaged. The key partnerships being managed by this role will include Funding Partners, Employers and Corporate Volunteer Partners. This will help Bright Future to attain sustainability as an organisation.

HR strategy and Policy Management

- i) **Fundraising:** Engaging current and potential new funding partners (60% focus of the role)
- ii) **Placement partners:** To develop new strategic partnerships in line with Bright Future's mission with organisations who could be potential employers (20%)
- iii) **Marketing:** Lead the marketing and branding activities of the organisation to ensure visibility and brand recall in the minds of potential beneficiaries, funders and all other key stakeholders. (20%)

Fundraising:

HR strategy and Policy Management

- > Develop the Fundraising strategy for the organization by working closely with the CEO and Finance Head in order to raise sufficient funds to help the organisation deliver the programme effectively. This should be in alignment with the 5 year scale up plan
- > Identify and represent in networking and fundraising events for increasing Bright Future's visibility and expanding the partner base. Focus on branding for marketing initiatives related to Livelihood / Employment / Life Skills causes.

Pipeline Development:

- > Lead team to develop grant-maker pipeline in the categories of (CSR, International Foundations, Domestic Foundations, and HNIs)
- > Supervise the management of pipeline development and conversion to funding for Bright Future

- > Manage Bright Future's progress towards goals and goal completion (meeting targets, proposal targets, etc.)
- > Manage all research data and ensure that thorough profiles of donors are prepared by the team ahead of meetings
- > Ensure that Pitch decks / any other fundraising collaterals are prepared ahead of donor meetings
- > Attend fundraising meetings and conference to represent Bright Future in the best light
- > Actively pursue potential payroll giving opportunities with the corporates and support networks like Give India, Give2asia, CAF, United Way etc
- > The role should actively build a pipeline for potentially new alliances and partnerships to increase the organisation's funding, employer and volunteer partner portfolio

Marketing and Branding:

- > Develop the Corporate Marketing and Branding strategy for the organization by working closely with the Communications team in order to increase the organization's reach and visibility. The same will be signed off by the CEO
- > Drive the implementation of the Corporate Marketing Strategy by working with Communications and Placement teams to generate leads and increase organisation visibility. The core messages will be to attract potential donors, mentors and volunteers, employees and beneficiaries. The leads will be shared with the relevant function heads (People, Operations)
- > Guide the Marketing and Communications team to fulfil the strategy laid out for the year. Help the team to reach its potential
- > Responsible to support in social media marketing for the organisation by deciding on the budget, vendors etc.
- > Support the other functions in their marketing needs by collaborating and collecting the necessary informations

Relationship Management:

- > Manage the relationships with current partners by:
 - Ensuring fulfilment on all commitments to donors
 - Liaising internally to communicate targets and requirements

- Compiling and selling any and all compliance requirements from partners
- Managing fund disbursement process for confirmed funding
- Devise and execute corporate donor / employee engagement strategies, thereby grooming long term supporters for Bright Future

Relationship Management:

- > Work with the CEO to understand donor requirements and proposal requirements
- > Write proposals and concept notes for donors with the fundraising team / programme team as required
- > Maintain proposal library / templates to ensure swift preparation of proposals as required
- > Work with the Operations Team and Finance team to create budgets and any other collaterals required to connect effectively with corporates

Database Management:

- > Create and maintain the database for all existing, new and potential partnerships (across the three groups: Donors, Employers and Volunteer partners)
- > Maintaining includes checking and verifying the information, updating it to make sure it is updated, accurate and easy to understand

COMPENSATION: Best in the Industry

REQUIRED QUALIFICATIONS AND EXPERIENCE:

Qualifications: A Masters Degree in Marketing/PublicRelations/Development Communication/Social Work/Entrepreneurship

Years of Experience: 10+ years of experience of work experience in an external / partner facing role (e.g. marketing, sales, fundraising-CSR, Institutional, HNIs)

REQUIRED KNOWLEDGE:

- > About challenges faced by adolescents and youth and solutions that can address these
- > Components of Proposals and how to draft it

- > Understanding about how to make pitches and engage with senior level representatives in Donor Agencies
- > About the CSR landscape and funding sources in education and livelihood sector

REQUIRED SKILLS:

- > Polished communication skills, both verbally and in writing, with exceptional attention to detail and exceptionally good listening skills
- > Resource Mobilization, Networking, Proposal Writing
- > Proficiency in MS Office, G-Suite, Online collaborative tools
- > Coordination, Negotiation, Analytical
- > Planning and Organizing, Presentation
- > Budgeting, Story Telling ability