

SENSE INTERNATIONAL INDIA
MANAGER – Events & Digital Fundraising

JOB DESCRIPTION

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| Position: | Manager- Events & Digital Fundraising |
| Reports to: | Head- Public Engagement |
| Location: | Mumbai, though the job does involve a regular travel across the country. |
| Salary: | Commensurate with qualifications and experience and will be at par with the best in sector. Other benefits as per existing policies will be applicable after completion of probationary period. |
| Nature: | This post is contractual in nature, i.e. renewable contract of two years (inclusive of 6 months probationary period). |
| Hours: | 44 Hours per week (including lunch break) |

About Sense India

Sense International India also known as Sense India, support and advocate for better services for persons with deafblindness across India and partner with NGOs and the government to provide them with care and education. We work in partnership with persons with deafblindness, their families, carers and professionals to ensure that everyone facing challenges because of deafblindness has access to advice, opportunities and support. Sense India is an equal opportunity employer and qualified persons with disabilities and women candidates are encouraged to apply.

Sense India's policies and procedures reflect our commitment adhering to child rights and protecting children and vulnerable adults from exploitation, neglect, violence and abuse.

For more information visit our website: www.senseintindia.org

GENERAL DESCRIPTION OF POST:

There is broad scope for this post within Sense International India, more commonly known as Sense India. In line with Sense India's strategic plans and policy guidelines the post-holder will work under the leadership of the Head – Public Engagement in planning, implementing and monitoring agreed objectives/ issues.

It is anticipated that the nature of the post will change as the work develops. The post-holder will have an opportunity to increase their skills and develop the job. This is very much a developmental job and the areas of responsibility will increase over a period of time.

Sense India has a small, quickly growing, Public Engagement (communications and fundraising) team. The post holder will be an important member of this team, but will work especially closely with our staff (and consultants) who specialise in 'communications' in both off-line and electronic formats.

The emphasis in all areas of our work is through a team approach; and that includes working with our staff in the Programme division.

The purpose of the post is to:

- Develop, implement and manage campaign strategy both on ground events & digital campaigns which helps to fulfill Sense India's strategic and fundraising objectives
- To work closely with the Head of Public Engagement and support in building and achieving the fundraising targets of Sense India.
- To provide the highest level of service and information to existing and prospective supporters, contacts, partners and Sense International India staff.

Key Duties and Responsibilities:

- To develop and lead on both on the ground and digital campaigns/ events to engage the public, raise funds and build brand visibility for Sense India.
- Develop, test and execute creative models/ plans for improving Sense India's digital fundraising, including generating campaigns (events) to activate and engage with existing supporters and engage new ones through campaigns both on the ground and digital.
- To write, edit and manage development of content for digital fundraising (e.g. multimedia content for social media platforms, action alerts, donor appeals and other electronic grassroots communications).
- To create an annual event calendar and for both on ground and digital campaigns which caters to specific target audience – Individuals, High Net Worth Individuals (HNIs), Corporations,

General public, etc. which also work towards effective brand-building for Sense India and deafblindness.

- Managing the overall logistics of the planned campaigns in coordination with the rest of the Public Engagement team.
- Take the lead in creating concept notes for campaigns, identifying event managers or management agencies, corporations, celebrities who could be associated with.
- Engage the media (both print and digital) for pre and post campaign coverage in conjunction with the communication team. Liaising with communications team to promote the campaign.
- Support Sense India in utilising the CRM to its optimal potential, supporting and improving on over all public engagement efforts.
- Researching markets to identify opportunities for campaigns / events where Sense India can be become part of; or we can lend our brand and get sufficiently benefitted through fundraising and publicity.
- Building a long term relationship by preparing and submitting fortnightly plans, reports (specific campaign based reports on fund utilization, income generated as and when required) performance metrics to the Head of Public Engagement, donors, sponsors, event organisers etc.
- Support the communication team in developing the capacity building of project partners supported by Sense India especially with focus on campaigns, events and brand-building.
- To interact and work closely with the Public Engagement team for Budget Management- preparation, planning, monitoring and review of the same.
- Actively contribute to achieve Sense India's fundraising strategy and help build relationships and share best practice with colleagues in the team.
- To ensure effective financial and resource management of campaigns

General

- Be aware of and sensitive to the impact of gender, race, disability and prejudice on attitudes, professional relationships and professional judgment, and be willing to intervene and challenge where necessary
- Maintain confidentiality at all times and ensure respect for, observance of and adherence to Sense India's confidentiality policy

- Contribute to the development of the role as the organisation develops
- Undertake any task within your skills and abilities as may be requested from time to time
- Attend meetings and be involved in other activities at irregular hours as required
- Any other work as agreed with the line manager.

Person Specification

- A positive approach to life which translates into positive human relations
- Graduation and above in any discipline /MBA marketing
- At least three years of experience in donor/ customer relations management
- IT self-sufficient - knowledge of Microsoft Office packages, design software's
- At least 2-3 years' experience managing websites and digital campaigns
- Extensive knowledge of existing and emerging social media platforms and technology
- An understanding of managing events and engaging with companies and general public.
- Proven experience of setting, monitoring and reporting on income and expenditure budgets
- Ability to multitask and support multiple verticals
- Analytical, conceptual and strategic thinking skills
- Ability to be a self-starter and think proactively
- The ability to think creatively/ laterally and a desire to challenge traditional methodology
- Excellent written and verbal communication skills, with the ability to communicate with a wide range of people at all levels
- Excellent interpersonal skills and ability to work as a member of a team
- Work closely with the relevant staff across Sense India and to ensure effective co-operation and collaboration
- Ability to plan and prioritise own workload and work without close supervision.

Email: Send your CVs to career@senseintindia.org to join our team