

## **SENSE INTERNATIONAL INDIA**

### **MANAGER- PUBLIC ENGAGEMENT (HNIs & Corporate Partnerships)**

#### **JOB DESCRIPTION AND PERSON SPECIFICATION**

<b>Reports to:</b>	Head – Public Engagement
<b>Location:</b>	Mumbai, though the job does involve a certain amount of travel across the country.
<b>Salary:</b>	Commensurate with qualifications and experience and will be at par with the sector. Other benefits as per existing policies will be applicable after completion of probationary period.
<b>Nature:</b>	This post is contractual in nature, i.e. renewable contract of two years (inclusive of 6 months probationary period).
<b>Hours:</b>	44 Hours per week (including lunch break)

#### **General description of Sense India and the 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 and quickly growing Public Engagement (communications and fundraising) team. The post holder will be an important member of this team, and will work closely with our staff who specialise in 'Individual Acquisition and Retention'.

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

#### **1. Purpose of post**

- Be on top of the 'pulse' of Individual donors. This implies knowing what they are expecting of Sense India; and knowing what we can expect of them.
- Develop and implement a robust fundraising plan for Major Donors (HNIs) and Corporate/ CSR leads to significantly increase income from these areas.

- Research, identify and cultivate potential individual donors. Develop new and nurture existing corporate client relationships

## **2. Key Accountabilities/ Tasks**

- Develop/implement and manage the donor engagement strategy for corporate and High Net-Worth Individuals and Corporates leads
- Identify new donors and key relationships/ partnerships through networking and other mediums and builds a strong donor base
- Support the development and successful implementation of short, medium and long-term strategies for raising income.
- Forecast donor opportunities and maintain a pipeline of potential donor opportunities
- Analyse new growth potentials, scale up proven strategies and introduce innovative activities for promoting individual fundraising
- Produce relevant reports (both data and explanatory) to provide timely information on progress towards fundraising goals and suggest areas of improvement
- Support and motivate the Individual Engagement team to achieve agreed growth targets as per the PE (fundraising) strategy
- Developing and maintaining relationships with potential and existing funders.
- Provide support in finalizing progress and financial reports to donors and SMT.
- Keep up-to-date with developments in technology especially with a focus on individual fundraising techniques and systems that will help support the organisation and improve donor acquisition.

## **2. Administrative Support**

The post-holder will

- Be responsible for all administrative tasks relating to the job.
- Maintain general paper and software administrative systems as required
- Acknowledge and deal with routine correspondence from individuals, Sense India staff, public bodies, supporters and all other audiences as required.

## **3. 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 the post holder's skills and abilities as may be requested from time to time

- The post holder will be expected to attend meetings and be involved in other activities as and when required.

#### **4. Additional responsibilities**

- Work closely with the relevant staff across Sense India to ensure effective co-operation and collaboration
- Plan and prioritise own workload and work without close supervision
- Any other work as agreed with the Line Manager

#### **5. Person Specification**

- Bachelor's degree and above from a reputed college/ University (CSR / Social Sector related degree a plus)
- At least 5 years' of proven experience in similar position in NGO/ INGO/
- Corporate / CSR Fundraising experience preferred but not mandatory (Proven track record in developing, delivering, managing CSR donors )
- HNI Fundraising experience preferred
- Strong network of existing CSR and HNI donors (a huge plus)
- Strong analytical, conceptual and strategic thinking skills
- Ability to be a self-starter and think proactively
- Excellent communication skills with fluency in written and spoken English
- Excellent interpersonal skills and ability to work as a member of a team