

## **SENSE INTERNATIONAL (INDIA)**

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

<b>Job title:</b>	<b>Fundraising Officer</b>
<b>Reports to:</b>	Development Manager
<b>Location:</b>	Ahmedabad, although the job will involve a certain amount of travel.
<b>Salary Scale:</b>	The salary for this post is negotiable based on experience and qualifications.
<b>Nature:</b>	This post is contractual in nature. This is a renewable contract of 2 Years (inclusive of 6 months probationary period).
<b>Hours:</b>	44 Hours per week (including lunch breaks)
<b>Leave:</b>	24 days per annum

#### **1. General Description of Post**

Sense International (India) exists to improve the quality of life for deafblind people in India through advocacy, campaigns and providing support to partner organisations to develop needs based services for deafblind people. This position has been created to strengthen our individual donor base along with developing contacts and working with various corporate houses, trusts and foundations. The post holder will work on developing and deliver Sense International (India)'s fund raising strategy, to grow the supporter base and increase income. He/ she will also monitor the effectiveness and impact of activities to generate income from individuals (through Direct Marketing, Give India and other on-line platforms) and produce monthly reports on key indicators from the various fundraising strategy and report back to the Development Manager.

The Fundraising Officer will assist the Development Manager in ensuring continuous improvement in fundraising effectiveness and raising income, in line with fundraising targets to support and develop the organisation's operational and strategic objectives. The post holder will be responsible to increase net income and she/he will be an effective member of the fundraising and communications team. It is anticipated and hoped that the nature of the post will change as the work continues to develop. Apart from the above roles, 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.

It is anticipated that the success of the fundraising strategy will lead to increased responsibility for the post holder, including the expansion of the fundraising team in India.

### **Income Generation**

- Maximise income from various sources of income such as CSR activities, payroll giving, individual donors, donations & grants by implementing an agreed plan to increase the regular donor base and by sending appeals to increase donations from individual sources.
- Maximise income from cash donations by growing the base of donors and maximizing donations through regular direct mail appeals to meet agreed income targets.
- Plan and implement new initiatives to generate income, including a legacy programme and high worth donor programme
- Represent the organisation at external events for sensitizing more supporters
- Act as the main point of contact for individual supporter enquiries.
- Ensure all activities comply with legislation and fundraising codes of practice

### **Supporting Activities**

- Responsible for the Donor Strategy database. Ensuring integrity of data, that data is up to date, and meets fundraising requirements.
- Manage the Sensitization programme of fundraising volunteers to support activities to generate income from individuals
- Collate and produce results for each activity and provide detailed analysis and recommendations for future activities, in order to maximise income
- Work with the team to develop appropriate communications to fundraise, including direct mail appeals, the newsletter, annual report and opportunities to maximise fundraising via e-news and online social media.
- Build productive and close working relationships across the staff team to engage people in fundraising.
- Supporting the Development Manager to ensure the fund raising strategy is understood and supported by the full team
- Keep abreast of organisational campaigning issues related to deafblindness
- Keep abreast of competitor and sector issues and use learnings to influence plans

### **General**

- Provide appropriate line management and coordination for a team of fundraising volunteers
- Responsible for managing income and expenditure budget for individual fundraising
- Be aware of and sensitive to the impact of gender, race, disability and prejudice on attitudes, professional relationships and professional judgement, and be willing to intervene and challenge where necessary.
- Maintain confidentiality at all times and ensure respect for, observance of and adherence to Sense International (India)'s confidentiality policy by all staff
- Contribute to the development of the role as the organisation develops
- Undertake any task within the jobholder's skills and abilities as may be requested from time to time
- Willingness to attend meetings and be involved in other activities at irregular hours as required

### **Additional responsibilities**

- To work closely with the relevant staff across Sense International (India) to ensure effective co-operation and collaboration.
- Any other work as agreed with the Development Manager

The emphasis on all areas of work in Sense International (India) is a team approach. The post is self-supporting and the post holder will be responsible for all administrative tasks relating to the job.

### **Person specification**

#### Experience

- Proven experience of delivering successful campaigns to generate income from individuals, such as appeals, donor recruitment, legacy and high worth donor programmes, fundraising events (E)
- Proven experience of developing new income generating activities (E)
- Experience of managing fundraising databases and reporting on results (E)
- Experience of motivating donors to give, and colleagues to engage with fundraising (E)
- Experience of managing volunteers and/or paid staff (E)
- Experience of working for a similar organisation (D)

#### Skills and knowledge

- Excellent verbal and written communication skills, with an ability to communicate confidently and effectively to both internal and external audiences (E)
- Numerate with experience of monitoring budgets (E)
- Ability to contribute to the success of a team, as well as to work independently (E)
- Confident in all Microsoft Office applications, especially Outlook, Excel and Word (E)
- Knowledge of direct marketing fundraising techniques and mechanics (D)
- Knowledge of Donor Strategy software (D)

Other

- Understanding of and commitment to the work of Sense International (India) (E)
- Commitment to Equal Opportunities (E)