

JOB DESCRIPTION

Position Title	Head- Retail, HNI & Marketing
Department/ Function	Resource Mobilization
Band	Sr. Manager
Location	Delhi
Travel	Upto 40%
Direct Reporting to	Head – Resource Mobilization
Reportees	Coordinator – Individual Fundraising, Coordinator – Marketing Campaigns

About: The Miracle Foundation India

Miracle Foundation India works with a vision of a family for every child in our lifetime. The organisation has emerged as an industry leader in family strengthening (FS) and family-based alternative care (F-BAC), helping to reintegrate children with families, and working at the local level to prevent child separation from family.

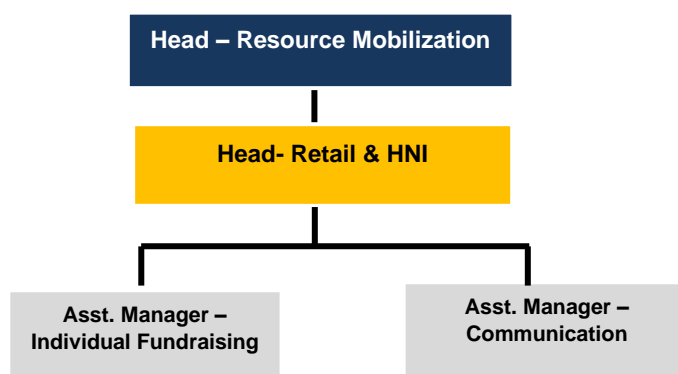
In order to achieve this, Miracle Foundation India focuses on the following three program objectives:

- 1. Prevention & Gatekeeping** –children stay in families through effective gatekeeping by the social workforce
- 2. Transition** – transition children from institutions to families /F-BAC options through support to Government
- 3. Youth Enablement** – enable youth and care leavers to live a meaningful and productive life

The inherent approach of Miracle India's work has been about capacity building, strengthening the existing systems to support the Government and civil society organisations in strengthening FS and F-BAC in keeping with the vision of the Juvenile Justice (Care & Protection of Children) Act 2015.

Miracle Foundation India is a Section 25 NGO which is responsible for executing all programs in India and is associated with Miracle Foundation global organization which is registered in the US as a 501(c)(3) non-profit.

Organization Chart



Key Purpose of the Role

- The position is primarily responsible for leading fundraising from both private and public sector companies and High Net Worth Individuals, nationally & internationally, to achieve Miracle Foundation India's fundraising targets.
- The position is also responsible for ensuring effective key account management of existing corporate & HNI donors, developing avenues for prospecting new clients, reviewing and finalizing donor reports, and supporting and coordinating proposal development.
- This position is also responsible for the enhancing Miracle Foundation India Brand by external relations, marketing and campaign work

Key Roles & Responsibilities

Strategy for Corporate & HNI Fundraising

- Determine the annual fundraising target from corporates and HNIs in consultation with the Head - Resource Mobilization
- Develop the annual strategy for ensuring sustainable processes and plans for corporate and HNI fundraising in consultation with the Head – Resource Mobilization
- Operationalize and implement the strategy to meet the fundraising targets
- Develop the marketing/brand-building and campaign strategy for the organization
- Prepare department budget and ensure adherence to the budget

Donor Prospecting & Acquisition/ Resource Mobilization

- Lead the process of developing long-term strategic partnerships with corporates and HNIs to fund Miracle Foundation India projects and programs
- Secure, cultivate and steward funds and ensure the delivery of annual and quarterly targets of mobilizing resources from various channels – Corporates, Institutions and HNIs. Mentor & supervise the Asst. Manager, Individual Fundraising to achieve the annual individual fundraising goal.
- Support of Head – Resource Mobilization to analyse the funding scope in India and abroad to cultivate a potential pipeline of corporates, high net worth individuals, institutional and individual partnerships
- Meet the senior management teams of potential corporate organizations to explain the Miracle Foundation's focus areas and showcase the work currently being done
- Foster relationships with the non Govt organizations, philanthropic funding community, and high-level donors through participation in relevant industry events, as well as organizational engagement and outreach.
- Discuss and explain various avenues, ideas and opportunities to explore mutual areas of interests with potential corporates and HNIs
- Conceptualize innovative ideas for raising awareness for garnering support and resources from public at large.
- Provide technical solutions to corporates and HNIs, acting as an advisor to support their child protection initiatives and build consulting partnerships
- Ensure that organisation and the donor objectives are met to maximise income and program impact opportunities from each relationship
- Represent Miracle Foundation India in different corporate forums and events, CSR seminars and conferences to network and with prospective corporates and HNIs and improve the visibility of the organization
- Support the Zonal Managers in the Program team in the donor prospecting and acquisition process in the particular zone
- Review the prospect trackers, monthly proposal trackers, and weekly meeting calendars
- Regularly schedule and participate in external donor meetings / telecons on funding opportunities

Development of Products and Materials

- Develop products & materials for corporate & HNI fundraising
- Prepare the pitch presentations, case studies, and audios/videos for showcasing existing interventions

Proposal Development

- Guide the Technical Writer in the creation of proposals and concept notes as per donor requirements
- Provide strategic inputs to the Technical Writer for the proposal and provide troubleshooting support in case of problems/delays

- Assist the Head – Resource Mobilization in the final review of the proposal to be sent to the donor and provide necessary feedback

Partnership Agreements

- Review the grant agreements/contract with the corporate/ HNI partners to ensure they meet donor requirements, while ensuring compliance to the Miracle Foundation's procedures, system, and ethical guidelines issues
- Ensure effective grant contract management for corporate/ HNI partners in terms of seeking extensions or tracking under-spends

Donor Management, Servicing & Retention

- Manage ongoing relationship by ensuring timely resolution of queries raised by corporate/ HNI donors
- Schedule regular meetings with existing donors to provide them program updates and current program status
- Responsible for timely submission of donor reports to all the corporate / HNI donors
- Responsible for timely, accurate, and effective donor servicing in terms of the standard processes, such timely dispatch of tax certificates, sharing the annual reports, etc.
- Initiate and encourage project visits for existing and prospective donors and accompany key donors on field visits, as and when required
- Support capacity building of internal functions and partners in understanding donor and contractual requirements, and coordinating between them for fulfilling relevant compliances

Miscellaneous

- Work in closely with the Founder TMF
- Explore and organize volunteering /employee engagement activities from the corporates.
- Provide fundraising intelligence/research on upcoming opportunities and develop recommendations for decisions on next steps
- Provide regular corporate updates in various forums including newsletters, website, annual reports, industry journals etc.
- Keep up to date with fundraising and other appropriate industry journals, as well as other information affecting fundraising from corporates
- Ensure maintenance of segregated donor database on CRM (Salesforce) and RM dashboard
- Ensure maintenance of documentation pertaining to MOUs, receipts etc. for allocated Corporates / Institutions
- Coordinate to prepare the annual report for the organisation
- Any assignment given by Head – Resource Mobilization, India Country Head & Sr. Management.

Internal Relationships

Role – Department	Frequency of Interaction	Purpose of the Interaction
Founder / US Team	Monthly	<ul style="list-style-type: none"> - Strategy and execution of marketing and fundraising - Cultivation of high-net-worth individuals
Program	Weekly	<ul style="list-style-type: none"> - Coordinating Corporate / HNI donor visits - Program & project related information and updates - Report writing for donor reports - Support to Zonal Teams for prospecting corporate donors - Employee engagement activities and program updates

Manager - Grants	Weekly	<ul style="list-style-type: none"> - Donor payments - For project budgets, utilization certificates, gap analysis reports, bill copies etc.
External Relationships		
Role – Department	Frequency of Interaction	Purpose of the Interaction
Corporate / HNI Donors	Daily/Weekly	<ul style="list-style-type: none"> - Meetings for fundraising - Donor Servicing and Key Account Management - Field Visits - Query resolution
Third Party Agencies	Weekly	<ul style="list-style-type: none"> - New campaigns and partnership opportunities - Digital Marketing Campaigns - Website (Bi-Monthly) - Crowdfunding campaigns - Marketing Collaterals
Other INGOs, NGOs	As needed	<ul style="list-style-type: none"> - Networking
Education & Experience Required		
Education		Experience
<ul style="list-style-type: none"> ○ Post-graduate degree in business management, MSW or related field, from a reputed university/institute 		<ul style="list-style-type: none"> ○ 8+ years of relevant work experience in similar organisational/functional context
Preferred Skills		
<ul style="list-style-type: none"> ○ Planning, prioritizing and organizing skills ○ Donor interface and regular meetings – excellent prospecting & relationship building skills ○ High level skills in capacity building, around corporate & HNI fund raising and management of accountabilities and compliance in relation to donor funding ○ Ability to build networks and strategic alliances and maintain relationships with donors and internal partners with tact and sensitivity ○ Strong negotiating and persuasion skills, and experience of competing for and securing new business ○ Excellent interpersonal, spoken & written communication skills ○ Respect for the core values of Miracle Foundation India and high level of empathy towards the project participants and the children we serve ○ Capable to think innovatively and creatively to accomplish organisation objectives 		
Child Safeguarding Policy		
<p>Any employee, consultant, contractor or the supplier undertaking an activity on behalf of Miracle Foundation India must sign and comply with the Miracle Foundation's India Child Safeguarding Policy which is a statement of Miracle Foundation's India commitment to preventing abuse and protecting children with whom it comes into contact.</p> <p>This extends not only to children with whom Miracle Foundation India and its partners work directly with, but also includes children whom staff are responsible for. Miracle Foundation India believes that the situation of children must be improved through the promotion of their rights supported and demonstrated by all members of staff. Miracle Foundation's India Code of Conduct sets out the standards to which all staff members must adhere.</p>		