

Job Description- Consultant_Resource Mobilisation

Mobile Creches, (MC) a pioneer NGO, has been operational since 1969, reaching child care and health services to more than 20,000 children every year, through workplace and community based crèches and daycare centres, in different cities of India.

MC pioneered the cause of Early Childhood Care and Development (ECCD) and focuses on the young child under six years in urban slums and the migrant child, at construction site. MC's multi-pronged approach- quality services, capacity building, and ECD partnership address both the short and long term needs of children. It is officially recognized as a technical resource by the government and is on the path by scaling up access to quality early childhood development with government and other players in civil society.

As an organization, Mobile Creches adheres to a strict safeguarding policy. All staff, volunteers, interns, vendors, consultants etc. are obliged to be aware of the conditions of this policy, be a signatory to this and follow the norms.

Position Details

Designation- Consultant - Resource Mobilization

Geographical Location: Delhi

Reporting to (Position): Executive Director

Reported By: Programme Officer – Resource Mobilisation

Educational Qualifications- Post-Graduation preferably in Marketing, Communications, Business Management, Media Studies, Social Sciences, or related fields.

Total work Experience in the relevant field- Minimum 8 years' experience of working in the social development sector; at least two years in a middle/senior management role in the RM profile with experience in fund raising, public relations, business development etc. Understanding of corporate social responsibility is an asset. Proven skills in communication, networking, advocacy and ability to relate to mass media.

Purpose of the Position- The purpose of this position is to increase the resource mobilization prospects to strengthen MC's financial sustainability. The overall role of the person is to grow and manage the scope of MC's resource mobilization plans. The resource mobilization plans will respond to different opportunities across donor segments and adopt effective approaches.

Overall Responsibilities –

The person will be responsible for individual donor acquisition, management and retention. S/he will initiate and maintain relationships with individual donors of MC. S/he will diversify, build and maintain CSR donors. An important responsibility will be to strengthen and expand the institutional donor base to meet MC's key strategic priorities. The person will plan and execute fund raising events to build a growing pool of committed donors. Volunteer Management and Corporate Employee Engagement programmes will be another area of responsibility.

Job Description- Responsibilities included and not limited to –

1. Resource Mobilisation strategy and plans

- Lead the design and implementation of MC's comprehensive resource mobilization strategy, including regular reporting on the strategy goals. Ensure ECD work of MC is positioned strategically across funding priorities and donor segments
- Track income trends against budgets, plan for budget gaps in advance to minimize annual and long terms income shortfalls
- Analysis donor data across segments to evaluate MC's success against strategy, and inform next steps in resource mobilization

2. Individual donors-

- Develop and implement plans on fundraising for increasing individual donor base and unrestricted incomes.
- Cultivate & Nurture relationships with all (small - Mid & HNI) Donors of MC.
- Oversee systems to ensure individual donors are regularly informed, updated and engaged through DMS and offline systems.

3. Corporate donors –

- Acquire new CSR funders that align with MC's mission to increase INR funding sources
- Preparing and managing the pre-proposal/developmental/finalization phases of proposals for grants/ for future or anticipated donor procurements in close collaboration with programme departments
- Ensure MC meets all CSR donor compliance requirements and expectations

4. Institutional donors

- Identify and access Institutional donor funding opportunities- Create and develop plans by doing intelligence gathering, competitive analysis and decision making on Institutional donors.
- Work collaboratively with MC teams to develop proposals and budgets to meet requirements successfully
- Track grant funding requirements through PDMS systems and ensure full compliance

5. Philanthropic foundations and family offices

- Identify and explore opportunities with philanthropic foundations from India and abroad and align with MC's strategic needs

6. Events based Fund Raising –

- Creating, planning & organizing fundraising campaigns for MC keeping in mind the target market to decide on the right kind of events such as marathon, donation kiosks, crowd- funding etc for raising funds for MC.

7. Online Fund Raising –

- Proactively creating relevant online campaigns and appeals on significant funding sites to support MCs cause as per RM Plan.

- Support Communications person in creating a compilation of Testimonials, quotes, impact stories for use in donor reporting and collaterals.
- Oversee updation and compliance with all relevant platforms like Give India, CAF India, CAF America, Ketto and others, and Certification like Guidestar, Credibility Alliance etc

8. Donor Management Systems –

- Gain functional knowledge on 'DMS Hive and PDMS - MC's software on data management and ensure timely sharing of relevant critical reports with ED.
- Work in tandem with IT function for the smooth functioning of software and guide team member/s in resolving issues or concerns related to the DMS/ PDMS

9. Donor communications and reporting –

- Cultivate external communication networks among donors, partners and potential partners to gather information and identify trends to help position the organization for new funding opportunities.
- Craft quality proposals for grants submission to donors (anew and renewal) and appeals for individual donors
- Work closely with programmes, field, and other staff to develop a culture of donor appreciation and donor communication

10. Volunteer management and employee engagement programmes –

- Leading Volunteer Management at MC by engaging with new and diverse volunteers who can add value to the work of MC in a multi dimensional way
- Develop annual Employee engagement Plan for Corporate donors and oversee its implementation
- Support MC team members with skills and tools to engage with volunteers to inspire them to do better for MC

11. Mentor and build capacity of the team member/s to implement RM plans.

- Provide supervision and guidance to RM team and others within MC in fulfilling all donor communications and reporting related tasks viz; maintaining calendar returns/ reports to be submitted for projects, development and dissemination of quarterly newsletter and other RM related communications.

12. Contribute to the overall growth of the organisation as a member of the senior team

- Participate and contribute towards the overall strategic growth of the organisation
- Support teams across MC to develop a culture of innovation, responsiveness and effective communications
- Work closely with the communications team to complement the communication strategy of MC

Important key skills required-

- A successful track record in securing funding from multiple agencies or corporates.
- Good understanding on functional areas viz; sales & business development, CSR norms and trends
- Ability to thrive in an atmosphere that demands maturity, initiative, tact and a high sense of responsibility

- Excellent Networking skills & a Go getter attitude
- Excellent leadership, management and teambuilding skills.
- Extensive experience in proposal/grant writing, preparation of budget, business development plans
- Good analytical, negotiating, communication and advocacy skills.
- Ability to work in a structured environment and to thrive in an atmosphere that demands innovation and creativity
- Translate strategic direction into plans and objectives
- Excellent Computing skills (should be fluent in MS Office, especially Word and Excel and electronic communication)

Job Location: New Delhi