



Director - Fund Raising & Communication

Location: New Delhi

Reports To: Coo & Managing Trustee

To Apply: Send your applications mentioning your last drawn salary to hrd@udayancare.org (Sarika-HR Officer)

Apply By: 28 Feb 2017

Section 1 | About Udayan Care

Udayan Care, an ISO 9000 certified organisation, has been working for the quality care of disadvantaged children and women and youth for over 22 years, with the endeavor of providing sustainable rehabilitation. The mission of "A nurturing home for every orphaned child; an opportunity for higher education for every girl and for every adult; the dignity of self-reliance and the desire to give back to society." is what drives its 130 employees and close to 800 volunteers to action.

Udayan Care provides homes to orphaned children while also giving girls financial and development support to continue higher education, and communities to train themselves in vocations, by engaging socially committed individuals, who provide a transformative, nurturing and mentoring environment, to help them realise their full potential.

Udayan Care has been accredited by Give India, Guidestar and Credibility Alliance, for its transparent and credible performance. In 2015, the Honourable President of India awarded Udayan Care the **National Award for Child Welfare 2014**—India's highest commendation for a non-profit child welfare organisation constituted by the Government of India for its efforts to bring smile in the life of young children.

Section 2 | Purpose of the Role

The role of Director Communications & Fund Raising is critical to the success of Udayan Care's initiatives.

The role holder is responsible for:

- Developing and implementing a strategic plan to raise funds for the organization in a cost-effective and time-efficient manner
- *Spearheading the fund raising agenda*
- Writing grants and fundraising proposals, and implement fundraising strategies for both on-line and off-line platforms
- *Designing special events and organizing and participating in such events*
- Maximising long-term corporate and community support
- *Owning the external and internal communications priorities*
- *Designing and implementing on of communications strategy*
- *Drive brand building efforts through PR, application for awards and communication of the same*
- *Build external relationships with different stakeholders including media, government agencies and alike*
- *Be the primary source, disseminator and conduit of information within this diverse network and constituent base*
- *Drive visibility for Udayan Care's mission and help build reputation in conventional channels and new media*
- *Drive knowledge management and volunteer resource mobilization*
- *Setting up KRAs to hire, manage and train the FR and Communication teams*

The role reports into the COO and works in close collaboration with the Board of Trustees.

Section 3 | Key Responsibilities

1. Business/Strategic

- Define the scope and mechanisms for fund raising.
- Design and drive implementation for the annual communications plan and brand building initiatives through PR, across Udayan Care' chapters across India.
- Create momentum and awareness through appropriate communications vehicles and measure their effectiveness make the organization visible at the local, national and international levels
- Engage with external agencies / media contacts
- Develop and implement media action plans to establish and maintain relationships with and promote publications about Udayan Care's work in mass media at national level.
- Ensure that marketing, campaign messages and images are in line with the overall program strategies.

2. Operations

- Define the process and standard operating procedures for fund raising and communications.
- Define the metrics for fund raising and communication related initiatives
- Drive implementation of communications and fund raising strategies and oversee progress as per the plan.
- Direct and supervise the design and production of specific publications for fund raising and resource mobilization campaigns.
- Ensure that the Resource Mobilization activities are supported with specific communication items required for donor acquisition, retention and services.
- Ensure seamless execution of and review of implementation of such plans.

3. People

- Mentor and lead communications & fund raising teams.
- Develop strong relations with Programmes and Finance departments to enable seamless flow of info for donors
- Develop and maintain strong relationships with individual donors, corporate and government partners.
- Put in place mechanisms to support collaboration and cross-functional working.

4. Process

- Define standard operating procedures to ensure execution of strategies. Track and measure the level of engagement of communication channels & FR on a periodic basis.

- Ensure submission of proposals, award applications to enable the fund raising initiatives
- Ensure that all aspects of Udayan Care's functioning are within the legal framework of the law of the land in general, especially in terms of Child Protection Policy and Media Policy on children.

Section 4 | Experience and Qualifications

Experience

- Around 10 or more years of work experience (Prior experience in leading national/multi-state level NGO in a fundraising/ communications/ brand building role will be preferred)
- A track record of providing strong strategic and operational leadership in Fundraising and communications space.
- A track record of writing and obtaining grants from Funding agencies and under CSR, as well as other fundraising techniques, for offline and online fund raising
- Strong track record of managing the funds of donors and grant makers with proper reporting structures
- Strong track record of success in leading and managing Communication function with multi-functional teams in complex, fluid situations.
- Extensive experience of influencing senior internal and external stakeholders, and communicating to a variety of audiences.

Educational Qualifications

- Masters in Social Sciences/Mass Communications/ Business Administration.

Skills and Knowledge

- High energy, maturity and the ability to serve as a unifying force and to position communications discussions and Fundraising techniques at both strategic and tactical levels.
- Collaborative style; experience in developing and implementing communications/fund raising strategies.
- Excellent writing/editing and verbal communication skills and in managing funds and donor reporting.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Exceptional stakeholder management skills with effective leadership skills to develop a strong team.
- An ability to work successfully under pressure with the capacity to manage competing priorities and deliver to deadlines.