



# Pardada Pardadi Educational Society

*Rural Development through Education, Employment & Empowerment of Girls and Women.*

*Creating change makers since 2000.*





## Job description

### **Manager- Fundraising- Retail**

### **Salary- In line with experience and industry**

### **Location: South Delhi.**

### **The organization**

Founded in the year 2000, by Virendra (Sam) Singh, former President and Managing Director of DuPont South Asia. PPES is presently working with over 2500 girls and about 5000 women in more than a hundred villages around Anupshahr town in Western Uttar Pradesh. The objective is to socially uplift and economically empower the girls and women in this region. We work on four programs namely, education (School & Higher Education), health & hygiene, community development, and economic empowerment. With the ultimate aim of ensuring financial independence for these girls and women, PPES also ensures that they are equal and contributing members of their families and communities. Today, we have 141 girls enrolled in Higher Education and 117 girls working across the world. We are currently in a period of growth and the fundraising and communications team is at the forefront of the growth.

### **The opportunity: Manager- Fundraising- Retail.**

Reporting to the Head of fundraising, the DM shall have overall responsibility for leading the development and implementation of direct marketing & fundraising strategies and campaigns to increase the retail fundraising including domestic individual sponsorships. In consultation with senior management, the manager shall develop, lead and implement innovative fundraising strategies targeting retail donors including HNIs, individuals and a younger donor profile utilizing social media platforms, crowdfunding, and the campaigns.

The successful candidate will work closely with the head of the department and communication manager to lead a team in crafting and executing communications products, collateral, and merchandise that will support the fundraising efforts during this period of growth.

### **Roles and Responsibilities.**

- Playing a key role in all aspects of Pardada Pardadi Educational Society's communications work to ensure the story of PPES is told in a powerful, engaging, and consistent way.



- Supporting the coordination and implementation of the communication activities in different parts of PPES' work.
- Work in close collaboration with the head of the department as a key member of the management team, supporting fundraising, communications, marketing, and related functions of the organization.
- Lead the development and implementation of fundraising strategies to sustain the growth of the organization, based on a diverse range of donor streams enabling the organization to meet its program goals and objectives.
- Establish and nurture organizational relationships with key external resources, coalitions, strategic alliances, impact funds, and fundraising networks.
- Monitor and deepen existing relationships with HNIs and individuals.
- Provide senior-level representation and strategic inputs to the organization, in the context of contributing to the development of its resource mobilization plans, enhancing its visibility and credibility on different forums and platforms, and furthering its agenda.
- Identifying opportunities for and supporting advocacy initiatives undertaken by the organization's senior management and advocacy teams.
- Increasing the database of individual donors.
- Working extensively to enroll corporate for employee's engagement program.
- Working as a brand ambassador of PPES and influencing donors.
- Manage the database management for retail donors.
- Ready to take on the challenge and be an innovative thinker.
- Well-connected in the corporate sector and other networks.

### **Qualifications and Experience.**

- Strong leadership skills with the ability to manage a diverse database of donors
- Strong strategic fundraising leadership skills.
- Minimum bachelor's degree, postgraduate, or preferred a Master's degree in Sales & marketing.
- Expertise in direct marketing and fundraising and working experience of at 5-8 years in the related field.
- Excellent communication, interpersonal, relationship, and negotiation skills.
- Must be fluent in English. Hindi.
- Proficiency in all Microsoft office and google products.
- Strong relationship management skills.



- Ability to understand the programs and proposal development.
- Excellent staff management skills and the ability to lead and motivate a diverse team of employees.

**Application process:**

Interested candidates meeting the above criteria are requested to submit their application along with a covering note with expected CTC to [communication@pardadapardadi.org](mailto:communication@pardadapardadi.org), indicating the title of the post applied for on the subject line of your e-mail. We will contact you if your background matches our job qualifications.

**Contact Details:** [communication@pardadapardadi.org](mailto:communication@pardadapardadi.org)

**Phone Number:** ??????????

**Website:** [www.pardadapardadi.org](http://www.pardadapardadi.org)