



**CHARLES CORREA FOUNDATION**  
EDUCATION AND RESEARCH IN HUMAN SETTLEMENTS

7 April 2021

### **Senior Associate – Institutional Fund Raising.**

**Job Title:** Senior Associate – Communications and Fundraising (Individual Contributor)  
**Reports to:** Director  
**Location:** Preferably in Mumbai, Bangalore, Delhi or Panaji

#### **Purpose of the role:**

The principal purpose of this job is to build a diversified fundraising portfolio for the Charles Correa Foundation (CCF), including retail, high net worth individuals (HNI) and corporate CSR. The role will involve the creation of a fundraising plan, initiating retail fundraising, forging intellectual and financial partnerships with high net worth individuals, global corporate houses and philanthropies to ensure long term organisational sustainability.

#### **Essential Duties:**

- Create a fundraising strategy for the Foundation.
- Research and create a list of select global corporate houses, HNI's and philanthropies for strategic partnerships.
- Collate and coordinate data required from Program and Finance Teams and prepare presentations and proposals for grant requests to prospects.
- Research and identify prospects with interest in Urban Reforms / Infrastructure / Urban Planning and Design.
- Undertake outreach activities to educate the prospects about CCF's work and elicit interest in projects. Collate and prepare draft donor reports by working with the project team.
- Devise plans to engage the donor on CCF projects for long term association.
- Reach out and make presentations to key external stakeholders on the CCF Vision and Mission.
- Ensure organisational cash flow expectations by planning and managing project fundraising targets.
- Conceptualise and participate in relevant networking events and forums to create a pipeline of prospects.
- Identify and apply to a set of grant applications relevant to CCFs work.
- Close prospects through continuous engagement and relevant communication.
- Engage with existing/converted donors on a regular basis to share updates, reports, newsletters, etc as well as clarify queries, if any.
- Work with the programme team to create and disseminate the annual report in a manner that generates public and donor interest.

**Contacts:**

## Internal

- Daily: Project team and accountant.
- Weekly: Director.
- Monthly: Managing Trustee and Board.

## External

- Daily: Manage key stakeholders in potential and existing donor partnerships on a daily basis to help move organisations from “prospect” to “donor” status.
- Weekly: Ensure activation of donor engagement calendar by reaching out to and managing strategic partners.
- Monthly: Reach out to senior-level staff at strategic partners to monitor and evaluate partnership deliverables.

**Resources:**

- People: Individual contributor, reporting directly to Director, Nondita Correa Mehrotra
- Communications: CCF’s communication material like Annual Report and Quarterly Newsletters as well as specific project-related collateral.
- Financial: Budgeting and coordinating with the Director, finance team and auditor to prepare receipts and MoUs

**Requisite knowledge and experience:**

- Formal qualifications in management and/or media communications coupled with a proven track record in sales and marketing is desirable.
- The ideal candidate will have 3 to 5 years of relevant work experience in a Corporate or Non-profit organization.
- Proficiency in all of the standard IT packages used in the office as well as CRM.
- Skill required in Excel to generate management information reports for Fund Raising Partnerships.
- Must have proven ability to communicate verbally and electronically with very senior professionals.
- Understanding of Urban Planning and Design will be an added advantage.

**Organisational skills:**

## Planning and organizing:

- Must be able to plan annual fundraising targets and subsequently create annual strategies and tactics which can support the institutional plans.
- Work in tandem with cross-functional teams to ensure donor-specific outreach, engagement, communications and utilization plan and their realization
- Organize necessary information from programme and finance teams to write grant proposals.

## Analysis:

- Prepare and monitor progress reports on donor partnerships and grant achievement.
- Prepare internal reporting tools to monitor progress on prospect and existing donors.

## Initiative and innovation:

- Is expected to find ways of improving processes for fundraising as a whole to ensure greater productivity and also lower costs in future fundraising.

**Working with others:**

- Tact, diplomacy and the ability to be passionate about the work is required as CCF is a small driven organization and this requires a constant optimization of existing resources which the applicant is expected to resolve. The applicant is also required to manage relationships with very senior stakeholders in very large organizations to ensure that strategic partnerships are forged with regularity to help create urban transformation.

**Environmental demands:**

- While the environment in CCF is a very intimate one, the job entails managing a revenue model which draws from grants and donations. This would require considerable demands on time as most stakeholders are very senior professionals or industrialists and normal workdays are scheduled as per their convenience.

**Other essential requirements:**

- The job involves significant travel to major metro cities of India ranging from 5 to 7 working days in a month and also contributing towards organisation building activities by participating in cross-functional team led projects.

**Remuneration:**

- Remuneration will be at par with non-profit standards and commensurate to the experience and current remuneration. A variable component (1 to 2 %) based on net new funds raised can be made available.