

## **India HIV/AIDS Alliance**

*invites talented and passionate professionals to our team in New Delhi*

### **Head: Fundraising (Individual & Regular Giving)**

(Full-time)

#### ***Introduction:***

India HIV/AIDS Alliance (Alliance India) is a diverse partnership that brings together committed organisations and communities to support sustained responses to HIV in India. Complementing the Indian national programme, we work through capacity building, knowledge sharing, technical support, and advocacy. Through our network of partners, we support the delivery of effective, innovative, community-based HIV programmes to key populations affected by the epidemic.

Alliance India works through NGO and CBO partners to support efforts that sustainably impact HIV. We place communities at the center and work to ensure that vulnerable and marginalised people are meaningfully involved in all aspects of our response, including sex workers, men who have sex with men, people who inject drugs, transgender individuals, and people living with HIV. Our programming and policy efforts are driven by evidence of what works; quality and accountability are core priorities in our interventions, technical support and grant management.

**We are certified as a “Great Place to Work” a coveted certification that endorses and promotes a high-trust, high-performance work culture.**

To learn more about our organisation, please visit our website: [www.allianceindia.org](http://www.allianceindia.org)

#### ***Expectations from the Position:***

*The person should be able to connect strongly with the cause of HIV/AIDS and the issues and concerns of vulnerable communities served by Alliance India. The ideal candidate should have a strong commitment and an open frame of mind to perform in a highly diversified and inclusive working environment. S/he will be responsible for building and nurturing the fundraising function highly efficiently and follow a hindrance-free approach to ensure the smooth execution of plans, ensuring positive results. The person will focus intensely on the net gains of the funds raised. The ideal candidate should have an excellent track record of marketing non-tangible products and bring business-like efficiency in the non-profit sector. The person will lead a team of volunteers and staff who are committed to raising funds. The person will lead and motivate the team to generate net gains from the fundraising efforts.*

*The candidate is also expected to play an active role in the overall welfare of the organisation with a strategic approach, understanding the values, contributing to a culture of transparency, emphasising enabling systems, and promoting innovation and excellence.*

#### ***Summary of Responsibilities:***

The candidate will lead the fundraising team in Alliance India. The person will further develop and implement strategies and innovative schemes to increase the flow of resources from individuals. S/he shall build upon the existing fundraising streams within End AIDS India (face-to-face, Tele-sales, and HNI) and establish new ones. The candidate will be responsible for promoting and bringing more visibility to the campaign and building its reputation and value proposition to the external world.

#### **Strategic Planning & Management**

- Responsible for developing the strategic business planning for fundraising and resource mobilisation and ensuring its sustainability through an economical and scalable model and increased revenue.
- Responsible for leading and growing the fundraising initiatives of Alliance India and meeting the goals of RoI, focusing on net gain.
- Responsible for exploring, strategising, and developing new fundraising streams such as individual and HNWI funding.

- Support team members to continuously analyse progress using internal and external benchmarks and reformulate strategies to ensure better outcomes from the campaign.
- Contribute to the broader strategic planning and envisioning of Alliance India prospects.

### **Operation Management**

- Develop the annual budget and business plan and implement the same in line with the policies of Alliance India.
- Responsible for revisiting and strengthening the current approach for various products/channels.
- With support from the back-end team, prepare a tailor-made analysis of funding patterns and accordingly provide recommendations and guidance to channel partners and the internal fundraising team for enhancing productivity.
- Expand the fundraising operation by exploring newer geographical areas, introducing new channel partners, and investing in our internal fundraising team.
- Develop and execute innovative plans for the campaign through outbound events and expand the individual funding stream.
- Assess market opportunities and develop and implement new fundraising products.
- Maintain and develop support systems and mechanisms for fundraising, including those linked to EAI implementing partners.
- With support from the communications team, develop fundraising materials and digital media campaigns aligned with the strategies to increase the campaign's reach.
- Establish and nurture the fundraising team to maintain effective donor communications through all possible mediums to build long-lasting relationships and sustained funding support.
- Work closely with relevant fundraising team members to review and formulate donor fulfilment strategies, developing engagement plans with the aim of building strong and sustained funding sources.
- Develop efficient monitoring systems for fundraising and managing donor data and implement the same.
- Ensure compliance with regulations in line with the law of the country and adherence to best practices prevailing in the sector.
- Recruit, lead and support the EAI team, ensuring the right skills and resources are in place to deliver against fundraising plans.
- Lead the development and maintenance of the donor database.
- Establish strong working relations with partners and the rest of the senior management team members to develop their roles through their input, buy-in, and leadership.
- Manage the learning process and ensure the relevant information is provided to and collected from the partners and suppliers.

### **Brand Building and Enhancing Visibility**

- Promote the Alliance India brand and develop Alliance India champions (internal to Alliance India and external) to grow its reputation to external stakeholders.
- Maintain the existing PR channels and develop newer ones, ensuring the most cost-effective use of digital and printed media.
- Create and conceptualise successful fundraising campaigns with agencies and in-house teams.

### **Other Management Responsibilities**

- Ensure effective coordination and collaboration within the team and with business development and CSR/Corporate fundraising team members to maximise the opportunities an integrated team offers.
- Ensure proactive risk management within the area of responsibility, including regular risk assessment, designing and implementing actions to manage risk and escalating critical risks, as necessary.
- Support team members to be empowered to achieve goals.
- Uphold the mission/vision and values of Alliance India and work within its equal opportunities framework, demonstrating the behaviours and competencies appropriate for the position.

## Qualification, Experience & Skills:

### Essential requirements:

- MBA or related degree in marketing, PR, communication or other relevant discipline or adequate demonstrated experience.
- Minimum seven years of experience leading face-to-face or individual fundraising programmes, telesales or B2C sales/business development experience.
- Relevant direct marketing experience and expertise in working with direct marketing suppliers are preferred.
- Experience in leading successful sales, fundraising, and other relevant campaigns.
- Experience representing organisations in external forums and with various stakeholders.
- Sound understanding of the legal and fiscal situation in India.
- Exceptional management skills in relation to people and systems. Meticulous in approach to the management of objectives.
- A target-oriented mind with high results achieving orientation. Experienced in scaling up businesses.
- Ability to exercise diplomacy and build partnerships with key stakeholders.
- Excellent interpersonal communication skills.
- Demonstrated leadership and team management skills. Ability to recruit, train and motivate teams to deliver at the highest levels of efficiency.
- Ability to manage multi-tasks and balance the needs of a broad range of stakeholders (partners/suppliers).
- Fluency in English and Hindi is essential, with excellent presentation skills.
- A person with a risk-taking appetite and strong negotiation skills.
- Hands-on entrepreneurial approach to re-establishing the fundraising programme.
- Strong motivation, patience, and commitment to work in the non-profit sector.
- Ability to work proactively, take initiative and work independently.

*The position requires a solid commitment to HIV/AIDS and sexual and reproductive health and NGO activities in India and a strong interest in and understanding the relevant issues.*

***Alliance India** is an equal-opportunity employer. Applications are welcomed and encouraged from people most affected and living with HIV and the affected communities.*

*As a matter of policy, **Alliance India** operates rigorous recruitment and selection procedures and checks.*

*The compensation package will be commensurate with the qualifications and experience of the candidate. It will be based on fixed and variable components. The focus will be on achieving a net-gain outcome.*

Interested candidates meeting the above criteria are requested to submit their application and a cover note to [recruit@allianceindia.org](mailto:recruit@allianceindia.org) before the closing date. Please indicate the title of the post applied for in the subject line of your e-mail. Mention your current pay details in the cover note.

### **India HIV/AIDS Alliance**

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Website: [www.allianceindia.org](http://www.allianceindia.org)

Closing date for receipt of complete applications: 20<sup>th</sup> September 2023

Please note that we will not be able to notify all applicants. Only short-listed candidates will be notified about the interview date.