



## India HIV/AIDS Alliance

*invites talented professionals to consider joining our team*

### **Associate: Resource Mobilisation**

(Full-time) (Location – New Delhi)

#### **Introduction:**

India is home to the world's 3<sup>rd</sup> largest population suffering from HIV/AIDS, with approximately over 2.1 million people suffering from this disease. Over the last decade, a lot has been done by the government, NGO and many agencies, due to which the disease has been controlled to some extent. However, in the current years, International funds for India's National AIDS Control Programme have dried up severely, posing a serious threat of the recurrence of new HIV cases. Estimates show a reduction of almost 90% in funding from various multilateral, bilateral and philanthropic donor organisations over the last three years, sources in the government, as well as civil society, said. A significant decline in funding threatens to reverse the modest gains already achieved.

Over the last decade, India has also emerged as a key developing economy globally, which poses a challenge as foreign funders feel there are many other deserving nationals who need support. Hence to keep the momentum going, it is imperative to do domestic fundraising to reach fellow Indians and urge them to stand with the affected population.

**End Aids India** is a campaign to reach Indians across the globe to raise awareness of the disease and, most importantly, seek funds to combat HIV/AIDS. It aims for an India with zero new HIV infections, zero AIDS-related deaths, and zero stigma and discrimination for people affected with HIV. This campaign is partnered by Humsafar Trust, Lepa Society, Vasavya Mahila Mandali, India HIV/AIDS Alliance and International HIV/AIDS Alliance.

End Aids India campaign is hosted by **India HIV/AIDS Alliance (Alliance India)**, Alliance India is a diverse partnership since 1999 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. We place communities at the centre and work to ensure that vulnerable and marginalised people are meaningfully involved in all aspects of our response. 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.

#### **Summary of responsibilities:**

The Associate: Resource Mobilisation will work as part of Alliance India's End AIDS India Campaign. S/He will be responsible for donor retention, lead generation, and fundraising through telecalling/telefacing. Engage existing donors for continued and expanded support, identify new prospects, and target HNIs, donor acknowledgment, maintain records, gather feedback. Adhere to confidentiality, organizational plans, and quality standards.

#### **Key Responsibilities:**

- Responsible for reaching targets for donor retention and lead generation for acquisition activities through telecalls.
- Work with and on existing donors to increase their support to existing programmes or expand support to new programmes through up-sell and cross-sell pitches
- Promote awareness of the organization's mission and work
- Thank you, donors for the contribution.
- Share the donation received acknowledgment through mails or call.
- Create potential donor list and work on conversions to achieve monthly unit target
- Spot new fundraising opportunities, acquire and target HNI profile to bring on board new donors
- Listen to the donor for any feedback and suggestions to improve our services
- Maintain a database of supporters' feedback and provide related analysis to senior members to facilitate better retention
- Keep information confidential and shouldn't share details about data with others

- Strictly follow the organisational work plan and individual activity plan, ensuring adherence to quality and timeliness in required deliverables.

**Educational Qualifications & Experience:**

- Graduation in any stream
- Minimum one to three years experience in the sector especially fundraising (through tele-calling) operations activities in the development sector.

**Essential requirements:**

- Fluency in vocal language both in English & Hindi
- A passionate mind with high sense of commitment to the cause
- Excellent narrating and convincing skills with a pleasing personality.
- Ability to work effectively in teams as well as independently.
- Adequate writing and verbal communication skills in English and Hindi.
- Experience in MS Office, mainly Word, Excel & Powerpoint.
- Self-motivated and flexible, and experienced to manage multi-tasking effectively with clear deadlines.
- Strong commitment to team-working, collaboration, consensus building and negotiation.
- Open to travel within city and outstation.

**Desirable qualities/experience/skills:**

- experience in banking/ retail sector/Telecom.

*The position requires a strong 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.*

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

The compensation package will be commensurate with qualification and experience. Pay includes performance-based incentives as well. Interested candidates meeting the above criteria are requested to submit their application along with a cover note to [recruit@allianceindia.org](mailto:recruit@allianceindia.org) before the closing date. Indicate your last drawn salary in your cover letter. Also, indicate the title of the post applied for on the subject line of your e-mail.

**India HIV/AIDS Alliance**

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Email: [recruit@allianceindia.org](mailto:recruit@allianceindia.org)

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

Closing date for receipt of complete applications: 15<sup>th</sup> May 2023

Due to the urgency of the position, interviews may be scheduled even before the closure of the advertisement. Hence, interested candidates are encouraged to apply at the earliest.

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