



**Job Title:** Communications & Fundraising Manager

**Location:** Mumbai

**Job Description:** A full time paid staff member to oversee all fundraising / donor management and communications / media endeavors

**About:**

Bal Asha Trust is a leading charity working for child protection for past 34 years. It's an awarded organization implementing six projects for vulnerable children. For more information visit [www.balashatrust.org](http://www.balashatrust.org)

**Responsibilities:**

- Manage all correspondence to and from assigned emails [info@balashatrust.org](mailto:info@balashatrust.org) & [donate@balashatrust.org](mailto:donate@balashatrust.org)
- Establishing a strong relationship with key personalities across Corporates, Influencers and Individuals who can be the key source for fundraising.
- Developing an impactful content plan that reflects the true values of the organisation and connects with the audience in a positive way.
- Secure funding and in-kind donations across entire spectrum of donor types
- Identify and network with potential corporate donors, foundations / grants, supranational agencies, high-net worth individuals, and celebrities who can become committed long-term donors
- Maintain detailed database of potential and existing donors' philanthropic interests, history of donations to Bal Asha Trust, and history of Bal Asha Trust - donor communications
- Write persuasive and effective annual reports, grant proposals and give presentations to grant committees
- Prepare Reports and communicate with present & potential donors
- Ideate and implement creative partnerships with corporate social responsibility (CSR) departments and other NGOs to raise funds, in-kind donations, and awareness.
- Create & Coordinate creative seasonal fundraising campaigns via online, email, mail, website, social media, and/or events, with assistance from Executive Director & Bal Asha Trust's Management.
- Write impactful success stories with photos from the projects and Blogs
- Identify conferences and other high-profile events at which Bal Asha Trust can become a guest speaker, panellist and booth exhibitor.
- Set and implement communications strategy annual, quarterly, and event-based fundraising goals for each donor type
- Work closely with Executive Director to manage donor relations
- Prepare & design press releases, blogs, Stories of Hope, newsletters, annual report, and statistical metrics of Bal Asha Trust's impact that will be distributed among donors
- Prepare quarterly newsletters for distribution within 1 month of end of quarter
- Make, develop and maintenance of all print and electronic collateral including, but not limited to, newsletters, appeal letters, blogs, brochures, annual report, e-newsletters, and NGOs website

- Design and write concise, informative, and visually appealing report along with visually appealing statistics
- Manage Bal Asha Trust website (in collaboration with Goldmine Advertising Ltd)
- Update website and social media pages with time-sensitive fundraising campaigns, marathon information, and other content
- Coordinate webpage maintenance ensure that new and consistent information (article links, stories, and events) is posted regularly
- Timely Creation & Update Content & Manage social media accounts: Facebook page, Instagram, LinkedIn, and YouTube account
- Create YouTube videos
- Coordinate with Volunteers and Interns, engaging them with different activities in consultations with program managers

### **Day-to-day**

- Managing social media handles
- Crafting new and engaging stories from the organization
- Brainstorming fund-raising campaigns
- Creating photo library
- Website maintenance and copywriting
- Maintain all communication collaterals
- Supporting management to craft grant proposal and reports

**Education:** Master's or Bachelor's degree in Media/Communications/English

**Language:** Highly fluent in English both written and oral. Fluency in Hindi.

**Skills:** Strong Writing, Communications, Creative and Public speaking skills & Strong networking

**Advanced Skills:** Microsoft Word, PowerPoint & Excel. Skill in photoshop / video editors will be added advantage!

**Familiar with:** Facebook Pages, Twitter, Instagram, LinkedIn, Snapchat, YouTube & MailChimp

**Experience:** Previous experience in similar position will be added advantage

**Compensation:** Commensurate with qualification and experience

**Hours:** Monday – Saturday (10 am - 6:00 pm).

**To Apply:** Email a covering letter, current and expected CTC & your CV to [sunil@balashatrust.org](mailto:sunil@balashatrust.org)