



## **Job Description: Manager, Fundraising**

### **About ISDM**

ISDM got seeded as an idea in early 2016 when its founders came together with a common vision to launch a first-of-its-kind educational institution that would develop and groom the next generation of professional leaders and managers for the development sector. ISDM envisions to build Development Management as a stand-alone domain and an aspirational choice for professionals in the development sector - similar to what Harvard Business School did for the corporate sector by introducing Business Administration in 1908.

By 2025, ISDM aims to become the go-to management institute for top professionals wanting to transform the development sector for greater impact on people's lives. In order to achieve this aim, ISDM has identified three broad focus areas

1. Continuously building the one-year long Post Graduate Program in Development Management (PGP-DM);
2. Creating a strong research function that will lay the foundations for Development Management and leadership as a unique domain and discipline;
3. Launching Continuing Education Programs aimed at influencing and up-skilling middle to senior leaders in the social sector through special workshops, short-term courses, and customized convenings.

Since launching its flagship (and India's first) PGP in Development Management (equivalent of a one-year MBA) in 2017, the Institution has placed 200 young professionals on an accelerated path to build, manage and lead Social Purpose Organizations (SPOs). ISDM has successfully executed 46 short-term Open Programs across three cities inducting 142 development professionals from 49 SPOs as ISDM alumni who are now redefining what "impact at scale" means in the development sector. ISDM has created a national character for itself, attracting a diverse range of student and recruiting organizations from across the country. Over these years, ISDM has also built strong partnerships with leading philanthropists, academicians, advisors and practitioners.

ISDM has audacious ambitions to build a world class institution, become a global fountainhead of development management knowledge, and define the domain of development management for the Social Sectors. The belief is that Management for the Social Sectors (or Development Management) will significantly scale up the positive impacts on the lives of people in sustained ways.

ISDM is entering a new phase of growth with a revamped program and renewed focus on establishing itself firmly as a preeminent institution in its domain. This requires strategic and energetic institutional leadership.

## **Job Description**

The Manager, Fundraising should be a self-driven professional with strong analytic, research, and presentation skills. Should understand current fundraising trends, techniques and challenges and have highly developed communication and influencing skills. The Manager will be working closely with the Leadership team at ISDM to help build a diverse and sustainable funding base delivering year on year fund growth. In addition to helping lead on ISDM's external communications and introduce new funding streams, as well as providing excellent donor management.

## **Key Responsibility Areas**

- **Identifying new avenues of business development for both domestic and international market**
  - Undertake comprehensive research of fundraising opportunities
  - Create and maintain a database of potential fundraising sources and market segments
  - Regularly monitor donor websites/social media and identify investor opportunities
  - Attend relevant events to build contact with individuals/donors for business development
- **Donor Relationship and Management**
  - Maintain relationships with existing donors and update them regularly about organisation's work
  - Respond to donor requests and engage them in the organisation's events, activities
  - Track and maintain all donor conversations and engagement in a streamlined format
- **Fundraising - Strategy and Communications**
  - Work with the Fundraising Head to conceptualise the strategy, working papers along with goals and budgets for the financial year
  - Implement strategies to develop ongoing funding relationships with major donors, charitable trusts, foundations and corporations
- **Retail Fundraising**
  - Ideate with the leadership team and develop proposals, concept notes, project ideas for fundraising across different projects of ISDM
  - Contribute to an evidence base of research to support funding proposals
  - Work with the marketing team to develop communications material necessary for fundraising
  - Manage relevant partnerships and memberships to create visibility for the organization brand
  - Work with the third party organization to update and manage the retail fundraising portal
  - Coordinate with relevant people to maintain the relationship with retail donors and update the donations

- **Frequency of database updation**
  - Keeping up-to-date on fundraising/philanthropy best practice and key sector trends
  - Provide timely analysis, reporting and advice to the leadership
  - Proposal ideas based on donor research and previous experience
  - Latest policy guidelines as per government and other relevant bodies
  - Ideas for donor engagement to build relationship
  - Segmentation of market as per organization needs to maximise the business
- **Market Analysis**
  - Undertake strategic research to enable deep market understanding, understand our donor pool, and drive effective decision-making across the fundraising team. Build regular reporting frameworks and context analysis to provide rapid support across the team, including competitor analysis.
- **Due Diligence**
  - Undertake effective Due Diligence on Corporates, Trusts & Foundations, and Individuals to ensure the engagements with partners and donations are legally compliant and in line with codes of practice.

**Educational Qualifications and Experience Required:**

- The candidate should have a Master's degree in Management, Business Administration or Economics
- Minimum 8 - 10 years of work experience including a year of fundraising for a non-profit organisation is preferred
- Highly motivated individual with an ability to take initiative and work independently
- Comfortable working with ambiguity and adapting to latest market trends
- Ability to provide strategic inputs on fundraising through experience and research
- Project Management skills
- Research and analytical skills
- Excellent written and oral communication and presentation making skills
- Ability to collect and assess information rapidly, identifying key points and drawing conclusions
- Strong attention to detail
- Ability to present and influence at a range of seniority levels
- Adaptable to changing team needs and the organizational environment.
- Experience of working effectively in a team environment
- Experience with market analysis/intelligence and competitor analysis
- Experience working in or knowledge of the charity sector
- Interest and experience of Due Diligence research desirable
- Excellent Excel skills (pivot tables, formulas) and strong in data analytics
- Able to conceptualise proposal and pitches for fundraising



- Financial Acumen
- Demonstrable track record of strategic fundraising for non-profits
- Experience of utilising the organization brand and programmes for donor communication and engagement
- Brings fresh ideas and innovative thinking to the organization
- Understanding of the fundraising landscape – national and global, the issues and challenges to work with HNIs, CSRs and other private and public sector organisations