

Job Title : **Manager Digital Fundraising**
Reporting To : **Head of Individual Fundraising**
No. Of Vacancies : **1**
Location : **Delhi**

Railway Children India (RCI) is a section 8 company registered under the Companies Act 2013 (earlier section 25) in India, working for bringing sustainable changes in the lives of children living alone or at risk on the streets.

RCI endeavours to ensure that each child living or passing through the railway stations that our organisation works with, is offered a comprehensive recovery and reintegration programme which is rights based and ensures safety, well-being and permanence.

Job Purpose:

This position is responsible to develop and deliver robust digital fund-raising strategies and models that are quality assured. This role involves a significant amount of working across diverse teams to pull together a cohesive digital fund-raising approach and plan. The role holder will be involved in a wide range of projects that do not fall solely within the digital fundraising.

Key responsibilities:

1. Develop plan for email, search, display, paid social and other digital marketing channels.
2. Develop and manage emails, landing pages, tools and graphics for online fundraising activities, including donation forms, e-commerce store and event management.
3. Work within an existing brand voice, both in visual representation and editorial style, in order to support the consistency of messaging across campaigns and the organization.
4. Plan and manage the cost effective and timely execution of digital fundraising campaigns and optimisation projects from beginning to end
5. Develop and manage relationships with digital marketing suppliers (for email platform, online search and displays advertising, digital creative agencies) to ensure they are aligned with RCI's objectives and deliver to agreed KPIs.
6. Develop digital fund-raising content for crowdfunding campaigns and coordinate with marketing team to finalise the same.
7. Pro-actively manages digital fundraising budget. Take a key role in the budgeting and reforecasting process of the digital fundraising.
8. Monitor and report on digital fundraising campaigns to ensure digital fundraising delivers on targets.
9. Constant engaging with tele calling team to seek the conversions progress from the digital lead generations. Help them to resolve any issue, they are facing.
10. Develop digital fundraising analysis to provide context and insight for review, monitoring and optimization of digital fund raising and to support decision making.
11. Work closely with Programme department, collect programmatic data to design and plan digital fundraising campaigns.
12. Periodical visits to RCI Projects to enhance knowledge about the ongoing work
13. Responsible for the seamless digital fundraising operation, including managing and developing the Digital Fundraising team, being a positive role model, motivating and facilitating personal and professional growth.

14. Continuous research & development for different digital fundraising avenues

Expected competencies:

- Bachelors/Master's degree in marketing, Fundraising, Business, Non-Profit Management, Social sciences, or related field
- At least 3 years' experience in child rights programming is desirable.
- Minimum 5 years of relevant work experience in digital fundraising
- Prior experience in a strategic role will be an added advantage.
- Experience of managing tele-calling team and agencies.
- Experience of apprising new ideas and proposals and making decisions to test (or not) as appropriate.
- Experience of delivering and analysing integrated multi-media campaigns, including recording, gathering, organising, presenting, and evaluating information in order to improve performance and aid decision making.
- Experience of using Digital platforms such as email marketing platforms, content management systems and analytical platforms.
- Substantial digital fundraising or digital marketing experience, including planning, evaluating, and delivering successful campaigns that drive response across PPC, email, display, and site optimization.
- Proven track record of generating income.
- Proven ability of planning and evaluating activities, opportunities within the context of wider programme as well as individually. Ability to translate concepts into effective action plans.
- Excellent data management and analytical skills
- Ability to think creatively and look for new opportunities to deliver agreed fundraising KPIs.
- Ability to work under pressure and to tight deadlines.

Expected attitude:

- Commitment towards working on the cause of children in difficult circumstances
- Conduct yourself in accordance with the rules of 'Child Safeguarding Policy' and 'Code of Conduct Policy' in your Professional and Personal life-which includes reporting suspicions of child abuse or any breach of these policies
- Minimum 1 week Travel to for meetings, events, donors, prospective donors and agencies etc as and when required.
- Eagerness to learn new skills and keep up with latest trends.
- Must demonstrate warm and friendly people skills and the ability to work in collaborative relationships and connect with stakeholders at all levels.
- Well organised and able to prioritize workload.
- An energetic self-starter who thrives on taking the initiative with enthusiasm
- Highly motivated with a "can do" attitude.

Compensation offered:

The offer made to the selected candidate shall be commensurate with qualifications, experience, salary history and Industry standards.

Job Reference:

'Manager-Digital Fundraising-Delhi_RCI'



To Apply:

The eligible candidates may send their application along with a cover letter at careers.india@railwaychildren.org.in by May 15th, 2021. Please mention 'job reference' in subject line of application.

'At Railway Children India we are committed to the safeguarding and protection of all those who come into contact with us in our work. We follow a range of procedures to ensure that only those who are suitable to work with children are recruited. This post is subject to a range of vetting checks including police verification.'

Due to the high volume of applications often received, only those found suitable for the role will be contacted.