



Organisational Context

Founded in the year 2016, Anubhuti is a not-for-profit organisation that works with a vision ‘All children will have equal opportunities to access quality education’

We work with drop out and out of school children who are victims of different factors such as unemployment, child labour, migration, or gender-based issues like marriage, responsibilities, etc. Through our program ‘Back to school’, we aim to bridge the academic gap to ensure that these children go back to become a part of the system and equip these children to become empathetic and action- oriented citizens of society. We do this by providing an opportunity to most promising young graduates from local communities to serve as teachers to the dropout and out of school children and engage at grassroots levels to empower all the stakeholders to have an equal voice in building a child's future at the systemic level.

In the last 4 years, Anubhuti has been able to impact 45,000+ children through our programs. To know more about our organisation, visit our [Instagram](#) and [LinkedIn](#) pages.

About the Role

You will work closely with the Cofounder and Director at Anubhuti to build and maintain relationships with corporate funders, foundations and individual donors. You will work in the following domains of fundraising: Research, Lead generation & engagement, and Reporting. You will also assist us in impact data collection and data analysis for our various programs.

Key Responsibilities

Fundraising

- Assist in donor communications (creating and sending reports to donors, monthly newsletters)
- Creatively document impact for funder reporting
- Tracking budget utilisation and creating funding receipts
- Generating funding leads-Researching and approaching trusts, CSR, identifying grants etc that could potentially make grants to the organisation

- Maintaining relationships with funders through donor engagement and CSR employee volunteering
- Assist in creating funding collateral (pitch decks, briefs, long proposals) for funders
- Maintain database of funding opportunities
- Calendarise upcoming funding deadlines
- Preparing need based fundraising budgets for approval
- Recording, monitoring and reporting financial progress
- Recruiting and managing volunteers for crowdfunding campaigns

Communication & Team Development

- Design and share communication collaterals in the form of social media, blogs and articles (with assistance from design interns and volunteers)
- Working extensively and regularly on increasing the online presence of the organisation
- Undertake team development activities such as mental health at work, celebration events, host reflection spaces and reading circles etc.
- Building brand awareness and credibility through engaging with the media and external partners for PR initiatives
- Proactively seeking media and publicity opportunities through co-branding with other stakeholders, participating in existing forums and platforms, engaging with influencers in education.

Impact Measurement

- Work with program managers to identify and write case studies
- Assist team in collecting qualitative and quantitative impact through interviews and evidence collection
- Visualise impact for internal and external communication

Core Values

Collaboration: We come together and leverage each other in building knowledge and skills.

Humility: Be humble to each other, empathetic listeners and act without judgements

Respect: We respect diversity in terms of people can do or can't do, respecting each opinion

Accountability: We own our commitments and ensure they are aligned with our words and actions so that no one is overloaded

Nurture: We care for everyone and challenge each other to continuously grow

Eligibility

- Strong written and verbal communication skills
- Languages: English (Required), Hindi
- Knowledge of Gsuite/OneDrive (google docs, sheets and presentations)
- 1 year of relevant experience (mandatory)
- Flexibility to travel in-country for donor meetings
- Proposal writing & design skills

Desired Qualities

- Excellent communication skills
- Confident with networking and pitching
- Thrives in an entrepreneurial environment
- Self-driven and ability to work independently and in teams
- Demonstrate willingness to learn
- Demonstrated experience at networking, negotiation and marketing skills

Incentives

- Remuneration INR 25,000-30,000 depending on experience
- Opportunity to work closely with co-founders & directors
- Opportunity to learn about fundraising for social impact and impact Evaluation

How to apply

Send your resume and cover note to info@anubhuti.org.in by 31 May 2021. The cover note can be brief but must include why you are interested in the position and highlight relevant work experience. Subject line should be “Fundraising Associate Application”