



Apne Aap Women's Collective

the right to a better life for women and children in red light areas

Fundraising & Communications Manager

Job description: AAWC seeks a full-time paid staff member to oversee all fundraising/donor management and communications/media endeavors.

Responsibilities The Fundraising responsibilities will be as follows:

- Manage all correspondence to and from give@aawc.in and media@aawc.in
- 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 AAWC, and history of AAWC-donor communications
 - Write persuasive and effective grant proposals and give presentations to grant committees
 - ⊖ Ideate and implement creative partnerships with corporate social responsibility (CSR) departments and other NGOs to raise funds, in-kind donations, and awareness.
 - ⊖ Coordinate creative seasonal fundraising campaigns via email, mail, website, social media, and/or events, with assistance from Supervisor, CEO & AAWC Managing
 - Use tools like MailChimp, Salsa, etc. to conduct A/B testing, manage donors, and maximize donor response to email/web fundraising campaigns
 - Oversee online donation portal of domestic and international donations and manage relationship with and Global Giving
 - Oversee Marathon to maximize awareness and funds raised from Mumbai Marathon
- Increase community awareness of AAWC
 - Target high-profile media personalities and community leaders through existing network of stakeholders and donors
 - Identify conferences and other high-profile community/religious events at which AAWC can become a guest speaker, panelist, booth exhibitor, or delegate
- Work closely with Supervisor, CEO, Treasurer, and AAWC Managing Committee to manage budget
 - Set annual, quarterly, and event-based fundraising goals for each donor type
 - Work closely with Treasurer, accountant, and auditors to accurately report all donations to corpus, earmarked funds, and unspecified funds
- Work closely with Supervisor, CEO & AAWC Managing Committee to manage donor relations
 - Prepare press releases, newsletters, annual report, and statistical metrics of AAWC's impact that will be distributed among donors
 - Update website and social media pages with time-sensitive fundraising campaigns, marathon information, and other content

The Communications responsibilities will be as follows:

- Manage all correspondence to and from media@aawc.in email account
- Create grant proposals and seasonal fundraising campaigns via email, mail, website, social media, in collaboration with Supervisor, CEO & AAWC Managing Committee
- Prepare and distribute press releases for immediate release for important events and announcements
- Prepare quarterly newsletters for distribution within 1 month of end of quarter
- Prepare annual report for distribution within 6 months of end of year (30 September)
 - Design and write concise, informative, and visually appealing report
 - Compute all statistics and create visually appealing graphics
 - Prepare financial statements for public use in collaboration with Accountant and auditors
- Manage AAWC website (in collaboration with Spenta Multimedia)
- Manage social media accounts: Facebook page, Google+ page, and YouTube account
 - Update text, content, and photos on Facebook and Google+ pages (and text on YouTube profile)
 - Create timely updates for relevant current events, Indian holidays, human rights holidays
 - Create additional YouTube videos on successful alumni



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Requirements: Candidates should have the following qualifications

- Master's (preferred) or Bachelor's degree in Commerce or media/communications/English, or both
- Highly professional written and oral fluency in English, fluency in Hindi
- Advanced skills in Microsoft Word, Excel, and PowerPoint; Adobe Photoshop, InDesign, Premiere Pro / other video editor
- Familiarity with Facebook Pages, Twitter, Google+, YouTube, MailChimp, HTML
- Strong networking, written communication, and public speaking skills
- Creativity and flexibility in implementing campaigns and events

Compensation: Commensurate with experience.

Hours: Monday – Friday (11am-7:30pm) and alternate Saturdays (after probation).