



## JOB DESCRIPTION – FUNDRAISING CONSULTANT

### About Martha Farrell Foundation

Set up in 2016, the Martha Farrell Foundation sustains Dr. Martha Farrell's ideas, values and principles, by progressing her pioneering work on gender equality. MFF supports practical interventions which are committed to achieving a society in which all formal and informal learning and working spaces are safe and gender-equitable.

At MFF, we aim to foster a positive working environment where all employees can operate in a safe, open and trusting environment, with mutual respect for each other.

### Position details

<b>Job title</b>	Fundraising Consultant (part-time)
<b>Location</b>	New Delhi, India (travel to project locations as required)
<b>Academic qualifications</b>	Relevant degree (Fundraising / Finance / Business / Marketing or equivalent)
<b>Professional experience</b>	5-7 years in fundraising (essential) Gender and/or development sectors (desirable)
<b>Salary</b>	Competitive; commensurate to qualifications and experience
<b>Contract duration</b>	1 year (Extendable)
<b>Last date to apply</b>	To be filled by first suitable candidate interviewed
<b>Starting date</b>	Immediate

### Job purpose

In order to grow its programming and achieve its goals, MFF is seeking an expert Fundraising Consultant on a part-time basis, to consolidate MFF's fundraising efforts, and lead the development and execution of MFF's fundraising strategy, to support MFF's existing projects and programmes.

### Key responsibilities

#### *Fundraising strategy development*

- Work with the MFF management team to understand previous fundraising strategies
- Consolidate existing strategies with new ideas to enhance MFF's fundraising and expand MFF's activities
- Develop a fundraising strategy with clear goals and targets for the short-term, medium-term, and long-term, along with monitoring mechanisms

#### *Business development*

##### Individual donors

- Develop a pipeline of new donors through cold calls, meetings, existing networks, etc.
- Research, identify and cultivate relationships with prospective individual donors and present MFF and its work to secure high level donations
- Strengthen relations with existing donors

##### CSR and grants

- Identify opportunities and partnerships that can bring in revenue, support, and funds for MFF

- Plan campaigns and pitches for potential donors
- Work with the MFF team to develop and write funding applications and proposals for applicable grants, keeping donor's needs, concerns, and objectives in mind
- Nurture relationships with key donors and partners; negotiate and close deals with them

#### Fundraising initiatives and communications

- Write and develop collateral needs (for example: publications, video, online communications, mailing materials) to support MFF's fundraising activities
- Undertake direct marketing campaigns, including mail and online appeals
- Set up, coordinate, and organise fundraising events for MFF

#### *Donor and relationship management*

- Setting up systems for donor management and implement them
- Build key donor relationships and provide support as required
- Maintain and leverage personal networks to grow MFF's fundraising activities
- Grow and develop a donor retention strategy
- Work to develop and implement a strategic approach to communicate and engage with current and potential donors and partners
- Establish and build relationships with strategic and funding partners
- Attend networking events and meetings with potential donors, and represent the work and best interests of MFF

#### *Others*

- Conduct research and assist with setting up of meetings at networking events
- Provide support with revenue generating projects
- Manage a reporting calendar and ensure timely reporting to donors
- Prepare reports and give presentations on fundraising progress to Executive Director, Board of Directors, and senior leadership team

## Personal specification

Job requirements	Assessment criteria	
	Essential	Desirable
<b>Qualifications and training</b>		
Academic qualifications	Relevant degree (Fundraising / Finance / Business / Marketing or equivalent)	
Professional experience	5-7 years in fundraising	Gender and/or development sectors
<b>Knowledge and skills</b>		
Excellent written and verbal English language skills	✓	
Strong relationship building skills	✓	
Strong stakeholder management skills	✓	
Strong planning and organisational skills	✓	
Strong data management skills	✓	
Proficient use of MS Office and G-Suite	✓	
Highly creative	✓	
Written and verbal Hindi language skills		✓
Global development goals and gender		✓
Graphic design via online platforms (e.g. Canva)		✓
Social media management		✓
<b>General attributes</b>		
Self-motivated, ability to work independently and use your own initiative	✓	
Excellent teamwork and cross-culture skills	✓	
Strong interpersonal skills	✓	
Ability to work under pressure	✓	
Act as an ambassador for MFF to uphold its values	✓	

## How to apply

Submit a copy of your resume alongside a cover letter which clearly outlines how your skills and experiences match the requirements set out above to [info@marthafarrellfoundation.org](mailto:info@marthafarrellfoundation.org).