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| <b>Job Description:</b>   | Head – Resource Mobilization  | <b>Responsible to :</b>  | Senior Management |
| <b>No. of direct reports:</b>   | 1   | <b>Location</b>  | Delhi             |
| <b>Duration</b>   | 3 years   | <b>Job Function</b>  | Fundraising       |
| <b>Purpose:</b>   | <b>S/he shall also be responsible for leading the delivery of the fundraising strategy, and identifying new opportunities through institutional, corporate and individual channels.</b> |  |                   |
| <b>RESPONSIBILITIES</b> <ul style="list-style-type: none"> <li>Responsible for developing and executing target oriented resource mobilization plan to deliver strategy and annual work plans</li> <li>Research and map potential funding opportunities from institutional donors and corporates on regular basis;</li> <li>Develop and operationalize a strategy for donor acquisition and retention;</li> <li>Write customized concept notes, project ideas, project proposals in coordination with team / thematic leads in the organization and ensure their timely submission. Responsible for end to end proposal management process.</li> <li>Adapt, customize and align projects undertaken by the organization, with the mandate of donors</li> <li>Develop and maintain strategic partnerships and communication with potential donor agency partners and related government departments, corporations, academic and other relevant agencies;</li> <li>Develop and implement structured stewardship and communication plans to ensure donors are acknowledged in a timely manner;</li> <li>Engage with the communications team to plan appropriate communication strategies for donors;</li> </ul> |   | <ul style="list-style-type: none"> <li>Ensure that appropriate systems are in place to deliver resource mobilization strategy, including an effective information management system;</li> <li>Promote linkages to institutional funding sources and the corporate sector</li> <li>Undertake independent research to identify alternative resources for the long-term sustainability of the organization;</li> <li>Set-up and lead the resource mobilization team with clear and defined goals; Monitor and track team performance on a monthly basis; Provide performance updates to the ED and facilitate regular training of the team for skill-set enhancement;</li> <li>Represent the organization at forums and networks with sector/ non-sectoral representatives for greater outreach.</li> </ul> |                   |
|   |   | <b>REQUIRED SKILLS</b> <ul style="list-style-type: none"> <li>Post Graduate Degree/ Diploma in Business Management, Marketing, Finance, Communication, or other relevant discipline from a respected educational institution.</li> <li>Minimum 10-12 years of relevant experience in donor fund raising/ proposal writing/resource mobilization/ business development, including five years at the senior level;</li> <li>Proven track record of establishing high value partnerships and meeting fundraising targets;</li> <li>Experience of networking, negotiating and influencing, at a senior level and with high profile clients;</li> <li>Good knowledge of the social development sector</li> <li>Proficient in MS Office</li> </ul>   |                   |
|   |   | <b>COMPETENCIES</b> <ul style="list-style-type: none"> <li><b>Working together:</b><br/>Is a team player and works closely within the team as well as with cross functional teams.</li> <li><b>Communication Skills:</b><br/>Excellent written and verbal skills to network</li> <li><b>Responsiveness:</b><br/>Understands the demands of organization needs and can identify and respond to urgent tasks</li> <li><b>Willingness to Learn:</b><br/>Continuously works towards improving professional competence by acquiring new skills</li> <li><b>Delivering Results:</b><br/>Is goal oriented and takes initiative in identifying alternate methods to ensure high quality results.</li> </ul>  |                   |
|   |   | <b>HOW TO APPLY</b> <p>Please send your updated CV with a covering letter describing your suitability for the position to <a href="mailto:hrpfi@populationfoundation.in">hrpfi@populationfoundation.in</a> latest by September 24, 2022. Please mention the position “<b>Head– Resource Mobilization</b>” in the subject line of your e-mail. Only shortlisted candidates will be contacted.</p>   |                   |
| <b>KEY PERFORMANCE INDICATORS</b> <ul style="list-style-type: none"> <li>Sound understanding of non-profit fundraising principles;</li> <li>Excellent proposal writing skills;</li> <li>Good research skills</li> <li>Dynamic personality and ability to engage with people;</li> </ul>   |   |  |                   |



- Develop a conceptual understanding and stay up to date with ongoing programmes at PFI

**ABOUT PFI**

The Population Foundation of India (PFI) is a national non-government organization at the forefront of policy advocacy and research on population, health and development issues in the country. PFI leads advocacy efforts and works as a think-tank dedicated to promoting and advocating effective formulation and implementation of gender sensitive population, health and development policies, strategies, and programs in the country. Policy advocacy, social and behavior change communication, community action and knowledge management are some of the key strategies that PFI works on to achieve the organization’s goals.

Over the years, PFI has played a catalytic role to address issues relating to gender equality, women empowerment and other social determinants. PFI is committed to serving the economically weak and marginalized sections of society in the high priority districts (HPDs) with poor socio-health-demographic indicators.

**OUR STRATEGY**

Reproductive health and family planning can positively influence and advance the newly laid out Sustainable Development Goals by addressing multiple targets and ushering in an era of development. Access to voluntary family planning has the potential to save lives and help break the cycle of poverty, stabilize population growth and ease the pressure on the environment. It is the most cost-effective development investment.

We believe that health, education and wellbeing of the population is crucial for sustaining just, equitable economic growth and development. For that to happen, change has to happen at three levels – individual, social and systemic or policy levels, ensuring that the country offers a conducive and enabling policy environment for girls and women to claim their rights, agencies of youth to be involved in demanding and supporting efficient and accountable governance and informed policy makers to inspire a vibrant future. PFI will act as a catalyst, a facilitator to offer compelling evidence based scholarship, thought leadership and convention inform, inspire and initiate actions that will contribute to and strengthen our national plans and priorities. We will realize our mission by building leadership and public accountability, influencing social norms, reframing public discourse and collaborating with national and global initiatives in population studies and family planning. We believe that our mission will significantly contribute to India’s commitment to achieving Sustainable Development Goals and FP2020 targets.

**OUR VALUES**

- |                       |                    |
|-----------------------|--------------------|
| MUTUAL RESPECT        | EQUITY AND JUSTICE |
| INTEGRITY             | WOMEN’S RIGHTS     |
| COURAGE OF CONVICTION | INDEPENDENCE       |
| CORE VALUES           | HUMILITY           |

**OUR MISSION**

To advance gender-sensitive, rights based population and family planning policies and actions for a just, equitable and prosperous society.

**STRATEGIC OBJECTIVE 1**

- To advance family planning and reproductive health as drivers of individual rights
- Girls and women are able to take informed choices for exercising their bodily rights without fear or inhibition
  - Young people and women are able to access to high quality and affordable family planning services and reproductive health care

**STRATEGIC OBJECTIVE 2**

- To position family planning and population measures as critical drivers of sustainable growth and development in India
- Family Planning and women’s rights are national priorities that help realize higher growth and sustainable development.
  - Strong rights based policies, adequate budgets and efficient public institutions help build and sustain quality of life and wellbeing.

**STRATEGIC OBJECTIVE 3**

- To ensure family planning and reproductive health becomes drivers of youth leadership for social transformation at scale
- Gender sensitive family planning and reproductive health rights and services form the fulcrum of all social development plans and actions
  - Young people, particularly among women, are leading grassroots transformation towards a just and equitable social system

**OUR APPROACH**

**ADVOCACY:**  
Global thought leadership, high quality evidence-based narratives to inform and inspire law makers for comprehensive family planning and reproductive health policies; shaping family planning discourses within sustainable

**BEHAVIOR CHANGE:**  
Utilize power of technology and new-age media platforms targeted intervention on reproductive health education and gender sensitive behavior, attitudes and practices of the society, particularly young people

**ACCOUNTABILITY:**  
Promote agency of youth, particularly girls and women, within community led participatory governance initiatives to enhance efficiency and accountability of public systems and delivery services