

## JOB DESCRIPTION

# Key Relationship Manager – Fundraising

## About the role:

As Key Relationship Manager – Fundraising, you will be responsible for stewarding and building a portfolio of charitable funding relationships with Cuddles Foundation's leading corporate partners and retail donors, including Members of The Giving Table, our monthly giving programme.

You will work closely with the fundraising team to support administrative and operational aspects of fundraising. This role will be critical in developing a strong portfolio that contributes to our long-term growth strategy.

## Responsibilities:

### CSR & Corporate Partnerships

- Manage and grow relationships with large existing CSR donors, overseeing the overall portfolio in collaboration with the team.
- Lead the onboarding and management of mid-sized and small CSR donors alongside the team.
- Review and ensure timely submission of CSR donor utilisation reports.
- Oversee reporting of impact, activities, and milestones on donor partner assessment portals.
- Coordinate with internal teams (Marketing and Events) to plan and execute CSR events as requested by corporate partners.
- Maintain and regularly review fundraising dashboards, including weekly MIS, hospital funding status, and crowdfunding MIS.
- Develop compelling funding proposals, impact reports, and grant applications aligned with corporate priorities.

- Ensure compliance with CSR regulations and consistently position Cuddles Foundation as a credible and trusted CSR partner.

### **Retail Donors and The Giving Table**

- Provide strategic oversight of the existing retail donor database, ensuring strong stewardship, retention, and growth through data-driven engagement strategies.
- Collaborate closely with the Marketing team to design and execute integrated campaigns and outreach strategies aimed at acquisition, retention, and upgrades of retail and monthly donors.
- Lead the management and expansion of The Giving Table, overseeing donor onboarding through both offline and digital channels, with marketing support as required.
- Serve as the escalation point for complex issues and senior-level interactions with retail donors, ensuring timely resolution and a high-quality donor experience.

### **Proposal Writing:**

- You will be responsible for identifying and shortlisting relevant grants for application.
- You'll coordinate and submit applications.
- You will be responsible for maintaining a database of grants applied to or pursued.

### **Must-Haves:**

- 10+ years of relevant work experience in fundraising, partnerships, or corporate engagement.
- An incredible passion for the mission.
- Strong verbal and written presentation skills.
- Excellent attention to detail and ability to multitask.
- A collaborative mindset and ability to work with teams cross-functionally.
- Knowledge of paediatric oncology nutrition is preferred but not necessary.
- Academic or professional research experience

### **Skills:**

**You're great with people:**

Working with CEOs, philanthropists, influencers, and other diverse personalities excites you. You build and develop these productive relationships with intelligence, maturity, and professionalism.

**You're a deal-maker:**

You're comfortable asking for money and are not afraid to hear no. You possess a keen ability to sell ideas and close deals. You operate with poise, dignity, and reliability.

**You can break down essential goals into achievable tasks:**

You can understand and articulate the overall institutional strategy and translate it into possible functions for yourself and your team.

**You understand the value of our supporters:**

You make sure our supporters know how much they matter to our mission. You're able to get anyone excited about what we do and make their experience with us unique. You're inviting, discerning, and thoughtful.

**You're an influencer:**

You are a champ at influencing people using excellent communication skills and inspiring them to contribute.

**You're an entrepreneur:**

You're enthusiastic, creative, a self-starter, and have an entrepreneurial attitude towards fundraising.

**You're goal-oriented:**

You can work under pressure and have the ability to meet financial targets within deadlines.

**Location: Mumbai**

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