

## JOB DESCRIPTION

# Key Relationship Manager – Retail Fundraising

## Organisational Overview:

At Cuddles Foundation, our mission is to bring holistic nutritional support to every child fighting cancer in India. We work through partnerships with 48 government and charitable hospitals across India that treat underprivileged children for cancer. Our Nutritionists, explicitly trained for Paediatric Cancer Nutrition, are placed in these government hospitals. They monitor the child's progress, create diet plans and nutritional charts, counsel their parents and educate them in home-based nutrition. We provide children undergoing treatment with food, hot meals, nutritional supplements, and ration baskets as per their requirements so that the kids have the strength to fight cancer.

## Job summary:

We're looking for a strategic, entrepreneurial, and hands-on fundraising leader to build and scale our Retail Fundraising vertical. This is a high-impact, growth-focused role for someone who thrives on innovation, ownership, and results. You'll shape the individual giving strategy, expand digital and community fundraising, and cultivate high-value partnerships.

This role demands ownership, innovation, and results — designing strategy, driving execution, and building high-value relationships with donors, HNWI's, and partners.

A strong sense of ownership and the ability to drive results independently while working collaboratively with internal teams will be key to success.

## Responsibilities:

### Retail Fundraising & Individual Giving

- Lead and scale individual giving through digital campaigns, monthly giving, and donor retention programs.

- Cultivate and manage relationships with HNWIs, philanthropists, and crowdfunding platforms.
- Leverage storytelling and digital marketing to deepen donor engagement and inspire recurring giving.
- Drive innovation across new fundraising streams – legacy giving, peer-to-peer, community, and workplace giving.
- Use Donor Journey Mapping to build long-term donor engagement strategies and maximise lifetime value.
- Build a strong donor stewardship and retention framework using CRM insights and analytics.

### **Leadership & Team Development**

- Lead, mentor, and inspire a high-performing fundraising team with a culture of ownership, creativity, and accountability.
- Collaborate across teams and engage the Board to unlock networks, visibility, and new funding opportunities.
- Monitor and analyse fundraising performance, providing regular reports to senior management and the Board.
- Set and manage annual fundraising targets and track progress against them using robust analytics.
- Foster a culture of testing and innovation in fundraising approaches to explore new ideas and maximise impact.

### **Must-Haves:**

- 10+ years of experience in business development/ partnerships / key account management/ fundraising, or donor relations in the non-profit sector.
- Proven ability to build and manage high-value relationships and navigate complex stakeholder dynamics.
- Strong negotiation, persuasion, and storytelling skills, with the ability to craft compelling pitches and inspire action.
- A strategic and entrepreneurial mindset, with the ability to identify and leverage new opportunities.

### **Skills:**

- **Strategic Thinking & Execution:** Ability to design and implement scalable fundraising and partnership strategies.
- **Retail Relationship Expertise:** Experience in engaging HNWI and individual donors/clients.
- **Retail & Digital Fundraising:** Experience in driving retail donations through digital platforms, events, and donor engagement programs.
- **Communication & Negotiation:** Strong storytelling, proposal writing, and relationship-building skills.
- **Data & Analytics:** Ability to track, measure, and optimise performance using analytics and CRM tools.
- **Relationship Management & Negotiation:** Skilled at navigating complex stakeholder relationships and securing long-term commitments.

**Location: Mumbai**

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