

### **Brief background on Kinship for Humanitarian Social Holistic Intervention in India (KHUSHII)**

**Kinship for Humanitarian Social and Holistic Intervention in India (KHUSHII)** is an independent not-for-profit organization registered under the Societies Registration Act. **Founded in 2003 by Cricket legend Mr. Kapil Dev**, KHUSHII is a self-implementing organization. KHUSHII's distinctive goal is to empower women and children from poor and marginalized communities leading to improved life of dignity through Education, Economic Empowerment and better health facilities. Till now, KHUSHII has **impacted more than 1.5 million lives** in their fight against poverty and social neglect. KHUSHII is currently delivering well planned and comprehensive projects in **education, skill development & livelihood, health & nutrition and sanitation** in 10 states of India.

KHUSHII has largely relied on corporate and HNI giving as sources of fund raising and is keen to foray into the space of retail fundraising this year. The incoming Head of Retail Fundraising and Communication will have the opportunity to establish the Function from the ground-up and create a new direction for the organization.

The position will report to the Chief Director of Fundraising.

### **Roles and Responsibilities:**

1. Head of Retail Fundraising would be accountable for the achievement of KHUSHII's retail/individual fundraising targets through a mix of strategic partnerships, direct marketing, digital marketing and events. KHUSHII's current goal is to extend its reach to donors (HNIs + non-HNIs) nationally and globally and raise (net of campaign and event costs) unrestricted funding of at least RS. 3-5 Cr every year, to be increased YOY in discussion with the CEO and board of directors.
2. He/She will be responsible for the conceptualization, planning and budgeting and execution of KHUSHII's fundraising activities
  - a. This will include establishing an annual activity calendar and budget against defined targets and objectives
  - b. This will also include engaging with our high-value (HNI/UHNI/NRI) donor base and creating strategic long-term platforms and programs for maximum engagement
3. He/She will be responsible for the creation, execution and success of KHUSHII's social media strategy and be expected to work with the team/external agencies to see to its implementation
4. He/She would also be responsible for the conceptualization and delivery of KHUSHII's retail-facing communication including but not limited to brand concept, brand collateral, brochures, website, social media and PR activities
5. He/She will be expected to scope out potential partners and events involving key demographics of interest and create compelling strategies for KHUSHII to participate in the same and raise funds through
6. He/She will be managing external vendors, as required, for the delivery of above tasks
7. He/She will be expected to conceptualise and develop 1 large brand asset and 2-3 smaller brand assets to anchor KHUSHII's retail fundraising function over a longer term

### **Skills, Qualifications and Expectations:**

1. 4-6 years of experience in Individuals/Retail Fundraising and/or sales and marketing, with some understanding of digital marketing would be preferred
2. Since this is new territory for KHUSHII we expect the incoming Head of Retail Fundraising to have an entrepreneurial mindset and attitude, and be a creative problem solver with an analytical bent of mind

3. Self-starter, high levels of initiative and ownership
4. Demonstrated history of exceeding targets
5. Excellent communication skills-written and spoken English, spoken Hindi
6. Strong network of strategic partners, events, donors, associations would be a plus
7. Excellent peoples skills and ability to build rapport with potential partners and prospects