



ABOUT SNEHA

SNEHA (Society for Nutrition, Education and Health Action) is a Mumbai-based non-profit organization dedicated to improving the health, nutrition, and safety of women and children living in vulnerable urban informal settlements. Our mission is to empower urban women and children through integrated health and nutrition programs, education, and advocacy.

We work through a dual approach—engaging both care seekers and care providers. At the community level, we empower women and families to become agents of change, while simultaneously collaborating with public health and safety systems to drive sustainable improvements in urban health outcomes.

SNEHA's key programs include:

- Maternal and Child Health
- Empowerment, Health and Sexuality of Adolescent
- Prevention of Violence against Women and Children
- Public System Partnership
- Palliative Care

Between 2016 and 2025, SNEHA directly reached over 620,555 women, children, and healthcare workers, and indirectly impacted a population of over 3.63 million across seven municipal corporations and three municipal councils in the Mumbai Metropolitan Region (MMR). Today, SNEHA is a 500+ member organization with deep grassroots presence and a strong track record of reducing maternal and neonatal mortality, child malnutrition, adolescent anemia, and gender-based violence— key determinants of health equity for families and communities.

ABOUT THE DOMAIN

The Fundraising domain is responsible for fundraising activities within SNEHA for both program and non-program funding. The domain is also responsible for donor relationship management along with the respective program teams.

“WHAT’S IN IT FOR ME” (WIIFM) - AT SNEHA


At SNEHA, our fundamental belief is that prioritizing people is key, demonstrating our strong dedication to nurturing a supportive and growth-driven atmosphere. We uphold an open-door policy that champions transparency and open dialogue. We actively invite employees to voice their ideas, feedback, and concerns, fostering a culture where innovation and teamwork can flourish.





If you value excellence and are passionate about nurturing individuals, SNEHA is the perfect place for you!!

For detailed Information visit our website: www.snehamumbai.org and follow us on:

SNEHA - SOCIAL MEDIA HANDLES	
	@snehamumbai_official
	https://www.facebook.com/SnehaMumbai
	@SNEHAMumbai
	https://www.linkedin.com/company/544355/
	@snehamumbai

PROFILE SNAPSHOT

 **Designation:** Associate Director- Fundraising & Communications

-  **Role:** We are seeking a passionate and strategic Associate Director to lead our fundraising, communications, partnerships, and growth efforts. The role involves identifying new funding opportunities, building long-term relationships with donors and partners, overseeing external communications and collaborating with internal teams to align business development with program goals.
-  **Educational Requirement:** Post-graduate degree in any discipline, preferably MBA
-  **Experience:** At least 8-10 years of work experience in customer-facing roles including sales/Marketing/CRM/ Business Development/Public Relations and advertising
-  **Location:** Santacruz
-  **Reports to:** Chief Executive Officer
-  **Apply:** Applications are to be sent via email to damini.pandey@snehamumbai.org with the Subject line: “Associate Director- Fundraising & Communications”

CORE RESPONSIBILITIES

A. Strategy & Planning

- Develop and implement the business development strategy in line with organizational goals.
- Identify and research networking opportunities, potential donors, CSR partners, foundations, and grant opportunities.
- Stay updated about changes in laws and regulations that may impact funding of NGOs
- Be the custodian of the SNEHA brand

B. Fundraising & Partnerships

- Build and maintain strong relationships with corporate CSR teams, philanthropic organizations, institutional donors, and high-net-worth individuals (HNIs) and retail donors.
- Write compelling grant proposals, pitch decks, and concept notes.
- Manage end-to-end donor lifecycle: prospecting, pitching, negotiation, onboarding, relationship management
- Organizing events and forums to share SNEHA's work, engage prospective donors and raise funds
- Identifying volunteer opportunities and other engagements for donors/prospects to build long term relationships.

C. Collaboration & Coordination

- Work with the communications team to develop impactful proposals, fundraising campaigns, social media campaigns and other business development and visibility opportunities
- Work with other members of the program teams and domain teams to ensure that donor requirements, including proposal submissions, reporting and compliance are met on time
- Overall management of fundraising team

D. Communications

- Design and execute the Brand-building and Communications strategy for the organization
- Responsible for all external communications, including Digital media, Events, and internally to support communications requirements of program

- Develop SNEHA brand in the market place through participation in conferences and other relevant platforms

E. Monitoring & Reporting

1. Maintain an updated pipeline of prospects and track engagement metrics.
2. Report progress to leadership, including fundraising targets, forecasts, and performance against goals.
3. Any other work that may be assigned to achieve fundraising, communications and organizational goals and ensure adherence to SNEHA values, policies and guidelines.

SKILLS & COMPETENCIES

- Has proven track record of business building
- Strong communication (oral and written)
- Presentation skills

DESIRABLE

- Self-starter with strong networking and negotiation skills and an achievement mindset.
- Ability to work independently and collaboratively across teams.
- Passion and drive to work in the social sector
- Fluency in English and Hindi (any regional language is a plus).
- Working knowledge of various communications channels, including social media, PR, etc.
- Familiarity with CRM platforms is an advantage.

“Come and be a catalyst for innovation and positive change—apply today to shape the future with us!”