

**Term of Reference**  
**Resource Mobilization Officer for Indonesia**  
**(PKWT Modality - Bogor Based)**

<b>ROLE</b>	<b>Resource Mobilization Officer for Indonesia</b>
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<b>Overall Purpose of the Position:</b>	
To initiate and coordinate the raising of unrestricted funds from individuals and corporations for Samdhana Institute primarily and initially in Indonesia,	
<ol style="list-style-type: none"> <li>1. Raise the funds as specified in the annual target from the target donors identified</li> <li>2. Comply with institutional requirements for Samdhana's fundraising completed and permits secured as necessary</li> <li>3. Deliver on goals and targets set during the planning</li> </ol>	

<b>REPORTS TO</b>	<ol style="list-style-type: none"> <li>1. Head of Resource Mobilization and;</li> <li>2. Director for Indonesia Operations</li> </ol>
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<b>Responsibilities:</b>	
<b>Specific purposes:</b>	
<ol style="list-style-type: none"> <li>1. Supports the design of action plans and budget related to res mob</li> <li>2. Coordinates with the fundraising team (for corporates and individuals) the development and planning, execution of the pilot schemes for individual giving.</li> <li>3. Work with the lead resource mobilization consultant in the development of the overall fundraising plan, coordination of implementation and monitoring of results of the fundraising actions;</li> <li>4. Provide back-end support to ensure the effective and efficient implementation of fundraising activities as needed;</li> <li>5. Conduct actual fundraising actions from Individuals and Corporations as per the plan developed.</li> </ol>	
<b>Specific Tasks:</b>	
<u>Planning and Coordination:</u>	
<ul style="list-style-type: none"> <li>• Provide support in the development of an overall fundraising plan, coordinate its execution, manage monitor and evaluate</li> <li>• Develop own plan on individual giving and provide support to the fundraising team on the development of their own giving plan as needed</li> <li>• Ensure staff and other internal stakeholders are aware, and motivated to participate and fundraise for the organization</li> <li>• Brief staff on fundraising plans, materials and tactics as needed.</li> <li>• Coordinate the execution of the events, campaigns, and activities</li> <li>• Coordinate the effective and efficient delivery of suppliers, service providers, etc.</li> <li>• Schedule and prepare for meetings and presentations</li> </ul>	

### Resource Mobilization Materials

- Collaborate with the Communications Team
- Provide input to create relevant information and collaterals to aid in fundraising
- Ensure quality production of fundraising collaterals for various media [including digital media] and audiences including but not exclusive to
  - Letters, solicitation, proposals, requests, emails, presentations, for prospects and donors
  - Develop quality content for press releases, feature stories and storyboards, scripts, for videos
- Work with the communications team to ensure Samdhana's external materials are aligned with FR Communications
- Ensure documentation of learnings from campaigns, activities, etc

### **Fundraising**

1. Coordinate so that Samdhana staff and others can make presentations to prospects individuals and corporates
2. Make calls and presentations to prospects and corporations to in support of campaigns
  - Assist in motivating internal champions of fundraising
  - Networking with individuals for purposes to fundraising
  - Representing Samdhana Institute in meetings when appropriate and assigned.
  - Prepare own prospect list for fundraising and support others in the development of their own prospect list

### **Research and Record Keeping**

- Creates and manages a database of prospects, donors, and other relevant information for resource mobilization as needed.
- Regularly undertake prospect research for individuals and corporations/companies
- Keep prospects and donor files up to date [database]
- Research case studies, successful methodologies that may be adaptable for Samdhana's purposes

### **Monitoring and Evaluation**

- Monitor effectiveness of collaterals, communication materials and tools
- Generate regular updates and reports re Individual Giving for management
- Provide support in the process of evaluation
- Ensure documentation of learnings from campaigns, activities, etc.

### **Administration and Logistics**

Provide admin and human resources support as needed in the implementation of the fundraising or resource mobilization plan.

### **Working Relationships:**

Internal : Fundraising Team and Communication Team

External : Partners, vendors, donors, prospects, corporate / business professionals, suppliers

**Qualifications :**

Education and Experiences:

1. Graduate of Marketing/Communications/Psychology/Business Course or any other relevant courses.
2. At least three to five years' experience in direct sales or marketing or fundraising or resource mobilization for a not-for-profit organization.
3. Have been able to raise funds or sold products amounting to at least USD10000 or its equivalent in local currency

Knowledge and Skills:

1. Has demonstrated experience in planning and organizing for marketing, fundraising, resource mobilization and donor engagement
2. Has demonstrated capacity for developing and maintaining a network of contacts with potential donors and partners
3. Has experience in organizing an event, project and leading a team
4. Has experience in presentation and public speaking
5. Can motivate others
6. Excellent verbal and written communication skills in English and Bahasa Indonesia

Working Attitudes and Habits:

1. Behavior consistent with the values of Samdhana Institute
2. Able to work in a tight schedule, high-pressure working environment.
3. Able to work in a team or independently with minimum supervision.
4. Self-motivated and able to follow through to the end of assignments while meeting goals and deadlines.
5. Can work effectively under pressure and has a positive attitude

Application procedures

- o Only shortlisted candidates will be contacted.
- o Interested and qualified candidates are invited to send a letter of interest highlighting their suitability for and potential contribution to the position, a detailed CV, and contact details for three referees to [hrd@samdhana.org](mailto:hrd@samdhana.org) at **the latest on 1 November 2023**.

Please indicate the position in the email subject line and type your cv title in the following format:  
(Name)\_(Position)