



JOB DESCRIPTION

JOB TITLE:	Public Relation-Fund Raising Officer
REPORTING TO:	Chief Executive Officer
ACCOUNTABLE TO:	Chief Executive Officer
JOB PURPOSE:	To raise awareness about Calcutta Rescue and generate donations in cash or kind. The role involves working with the general public, corporate and business organizations, charitable trusts and to constantly increase the amount and ways individuals and groups can contribute.

BACKGROUND :

Calcutta Rescue started 38 years ago when British doctor, Jack Preger, started treating the poorest people on the streets of Kolkata. Calcutta Rescue depends almost entirely on funds raised by volunteers who have set up Support Groups in western countries. It is essential to support them with reports of the work in Kolkata and publicity information to help their efforts to raise money.

Calcutta Rescue also aims to increase the amount of funds it raises in India. To achieve this, it will be necessary to raise the profile of the organisation locally and publicise its services.

RESPONSIBILITIES:

- planning and implementing PR strategies;
- liaising with colleagues and key personnel;
- liaising with and answering enquiries from individuals and other organisations,
- researching, writing and distributing press releases to targeted media together with the Media Assistant;
- planning, training, editing and producing newsletters, articles and various reports;
- preparing and supervising the production of publicity brochures, handouts, leaflets, promotional videos, photographs, films and multimedia programmes;
- devising and coordinating photo opportunities together with relevant personnel;
- Organizing events including press conferences, exhibitions, events and press tours;

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Registered Under West Bengal Societies Act 1961 No. S/67495/91-92

FCRA Registration: 147120588

Local Donations are exempt u/s 80G of I.T.Act

- Contact with the corporate, individuals, institution to generate the awareness and raise fund for the organization in kind or cash.
- maintaining and updating information on the organisation's website;
- sourcing and managing speaking and sponsorship opportunities;
- commissioning research for funding opportunities;
- Respond within deadlines to specific requests for information and materials from
- Support Groups for their communication and fundraising purposes.
- Develop and update Calcutta Rescue's internal web platform for information exchange with Support Groups.
- Coordinate the Calcutta Rescue website www.calcuttarescue.org posting news and development updates.
- To support and work in accordance with Calcutta Rescue's Aims and Purposes.
- To participate in relevant meetings and appropriate training as required
- Occasional evening and weekend working may be required.
- To carry out any other tasks within the post holder's capability which may be required from time to time.

DESIRABLE QUALITIES:

Presentable personality

Good communication skills for effective promotion of the organisation

Good writing skills with a good command over English language.

A creative person able to come up with new and innovative ideas to attract the attention of the audience.

Aware of the competition in fund raising in the NGO sector.

Understanding of the psychology of the target group and strategizing accordingly.

Conflict Resolution techniques

QUALIFICATION:

A graduate degree in communications, journalism, PR, advertising or relevant experience.