

# CANSUPPORT

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**Number of Placements:** 1

**Placement Site:** New Delhi, India

**URL:** <http://www.cansupport.org/>

## **Field/Subject Area:**

Open to all York students who meet the eligibility criteria

## **Position Description:**

CanSupport has a Resource Mobilisation (RM) function that is focused on the task of mobilising charitable donations from individuals and institutions. A limited number of fund-raising events are executed each year to attract new prospective supporters.

However, CanSupport would like to be well known within the National Capital Region (its core area of operation) and across India, among the general public as well as among companies and trusts so as to be able to mobilize significant support, both financial and non-financial, for its operations. This may be described as its **MARKETING Mission**.

CanSupport would also like to be able to influence Healthcare policy makers and planners, as well as the wider Medical Fraternity, to move Palliative Care to its rightful place in mainstream Healthcare. This may be described as its **ADVOCACY Mission**.

CanSupport wishes to embark on a serious initiative to commence **MARKETING** and **ADVOCACY** activities. The project for the intern is to assist the Chief Marketing and Advocacy Officer in developing a Marketing and Advocacy Strategy for CanSupport.

## **Specific tasks will include:**

- Working with a team lead by CanSupport's Chief Marketing and Advocacy Officer to develop a road map that provides strategic direction on how to shape CanSupport's public image, create demand for its services, and attract human and capital resources.
- Developin a Communication Plan that lays out (a) Strategic objectives (b) Activities or tools to achieve these objectives (c) How these objectives and activities are supported, and (d) Expected outcomes against which the success of each activity can be measured.
- Developing physical and digital communication tools as laid out in the plan, if time permits.

**Expected work hours:** 8 hours per day, 5 days per week

**Preferred start date:** May 1

**Complete all tasks assigned, which includes but is not limited to the responsibilities outlined above.**

### **Qualifications/skills required:**

- Excellent verbal and written communication (English)
- Excellent word-processing and database management skills.
- Capable of radical thinking and developing out the box innovative strategies for communicating CanSupport work and ethos
- Brand development and marketing knowhow
- Digital Media Marketing
- Knowledge of palliative care especially in India
- History of CanSupport (to be made available by CanSupport)
- Best Practices in Marketing and Advocacy of social causes in India

### **Language requirements:**

English, knowledge of Hindi an asset.

### **Highlights of Organization/background information:**

CanSupport is a registered society founded by Harmala Gupta, a cancer survivor. We are a group of palliative care experts committed to enabling a caring and supportive society around cancer management. We help patients, families and society at large to work together to maximize the quality of life with cancer in a meaningful and compassionate manner, whilst fully respecting the dignity of the individual.

Our focus is on providing palliative and supportive care services to cancer patients and their families in the National Capital Region (NCR). Our wide-ranging programs are designed to help patients of all ages and cancers throughout their cancer journey; right from the day of diagnosis, across all curative therapies and as a continuum of care adapting to the unique needs in case cancer progresses into its terminal phase. The support extends even after the death of the patient through bereavement and rehabilitative support to the families.

Our trained teams of doctors, nurses and counselors bring our care to the doorstep of patients too sick to travel and make regular visits providing high quality medical and nursing care and psychosocial and spiritual support. We have a license from the Delhi Government to procure

and dispense oral morphine thereby saving those under our care from unnecessary pain. Patients and their families also have access to outpatient clinics for pain and symptom management, supportive medication and equipment, cancer helpline for ready information and referral service, day care, counseling services, peer support, patient navigation services, bereavement support and other resources. We also run tailor-made programs, short- and long-term courses as well as workshops to train health professionals across the country empowering them to provide better care to cancer patients.

CanSupport helps to fill a critical gap in services for the care of cancer patients, especially those who are poor or destitute. Our services are aimed at the less privileged and are entirely free of charge.