



WOMEN'S EMPOWERMENT GROUP

Post Title: Officer Retail Fundraising

Post Code: WEG-ORF-0725

Location: Lahore, Pakistan

Position Type: Full-time | In-Office

About Women's Empowerment Group (WEG):

Women's Empowerment Group (WEG) is a progressive nonprofit organization committed to empowering women through education, advocacy, and economic opportunity. Our retail initiatives support women-led enterprises and play a vital role in funding our social development and community uplift projects. We are seeking a dynamic and detail-oriented **Officer – Retail Fundraising** to strengthen our retail-based fundraising initiatives.

Position Overview:

The Officer – Retail Fundraising will manage retail fundraising operations, coordinate sales of cause-related products, support women entrepreneurs involved in WEG's product lines, and assist in promotional efforts to enhance income generation through retail.

Key Responsibilities:

- Oversee day-to-day retail fundraising operations, including outlets, stalls, and online platforms.
- Maintain inventory records and ensure optimal stock levels for fundraising products.
- Coordinate with vendors, suppliers, and women-led product units to streamline operations.
- Deliver excellent customer service and donor engagement at retail touchpoints.
- Assist with visual merchandising, branding, and fundraising messaging through products.
- Contribute to pricing strategies, campaigns, and retail fundraising plans.
- Prepare accurate sales and fundraising performance reports.

Requirements:

- Bachelor's degree in Business, Marketing, Fundraising, or a related field.
- 1–2 years of experience in retail fundraising, sales, or merchandising (NGO sector experience is a plus).
- Strong communication, interpersonal, and organizational skills.
- A customer-focused and fundraising-oriented approach.
- Willingness to travel for community markets, exhibitions, and donor events.
- Passion for women's empowerment and social entrepreneurship.

What We Offer:

- A mission-driven and inclusive work environment.
- Hands-on experience in cause-based retail and nonprofit fundraising.

Address: 2/12, M-Block, Gulberg III, Lahore

Phone: 04235883570-3

Website: www.weg.org.pk



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- Competitive salary package.
- Growth and learning opportunities in the development sector.

How to Apply:

Send your CV and a brief cover letter with **Post Code: WEG-ORF-0725** in the subject line to:

 **hr@weg.org.pk**

Only shortlisted candidates will be contacted for interviews.

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