

## *Job Description for Fundraising Associate*

### *About the organisation*

Atma is an accelerator for education. Our vision is to ensure quality education for all children and we do this by accelerating the impact of NGOs working in Education. Our basic model is to provide hands-on and bespoke consulting support to Education NGOs to enable them to sustain, strengthen and scale. We operate via 3 programmes - Accelerator, Remote Accelerator and Gati.

So far, we have built the capacity of 62 Education NGOs across Mumbai and Pune in the last 10 years as part of our Accelerator programme. Our 2022 vision is to scale up to supporting 240 Education NGOs each year through the Accelerator, Remote Accelerator and Gati programmes. Our flagship programme- the Accelerator plays a key role in enabling this growth by supporting 40 Education NGOs per year by 2022.

### *About the role*

This is a very dynamic role for an energetic, self-starter who is not afraid to take on big challenges. The Atma Fundraising Associate will be focusing on the fundraising efforts of Atma. In this role you will work to improve Atma's market position and achieve financial growth.

Location	Mumbai
Time Commitment	Full Time
Reporting	CEO

### *Key Responsibility Areas*

1	<p>Acquiring new donors to reach the annual fundraising goal</p> <p><i>Research</i></p> <ul style="list-style-type: none"> <li>• Lead research of new funding prospects through online research and networking</li> <li>• Map connections to fundraising leads</li> <li>• Identifying strategic events and individuals to meet at these events</li> </ul> <p><i>Operationalising Strategy</i></p> <ul style="list-style-type: none"> <li>• Drive tactical achievement of fundraising strategy, and revise strategy to meet changing scenario</li> <li>• Develop individual donor research and approach to take with each donor</li> <li>• Develop collaterals and activities to engage new donors</li> </ul>
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	<ul style="list-style-type: none"> <li>• Develop events and properties that will engage with the target group</li> <li>• Proposal preparation</li> <li>• Manage the relationship building process with each donor</li> <li>• Support due diligence and contract signing process</li> </ul> <p><i>Goal achievement:</i></p> <ul style="list-style-type: none"> <li>• Track milestone achievement – in particular meeting numbers and pipeline size</li> <li>• Work closely with CEO to increase these numbers</li> <li>• Prepare reporting on goal achievement for CEO and board</li> </ul>
2	<p>Maintain donor relationships</p> <ul style="list-style-type: none"> <li>• Manage reporting cycle to donors <ul style="list-style-type: none"> <li>○ Manage internal communications about donor reporting requirements</li> <li>○ Prepare donor reports</li> </ul> </li> <li>• Manage donor visits <ul style="list-style-type: none"> <li>○ Prepare and manage employee engagement activities</li> </ul> </li> </ul>
3	<p>Donor Data Management</p> <ul style="list-style-type: none"> <li>• Ensure that data is accurately entered and managed within the organization’s data management system.</li> <li>• Forecast targets and ensure they are met by the team</li> <li>• Track and record activity</li> <li>• Monitor, evaluate and report on the effectiveness of individual fundraising initiatives and campaigns</li> <li>• Present business development training and mentoring to business developers and other internal staff</li> <li>• Develop and maintain donor relations management systems to support fund raising activities of Atma and our partner NGOs</li> <li>• Database segmentation and management</li> </ul>

*Qualifications and experience:*

- 1-2+ years work experience
- Bachelors completed
- Development sector professionals preferred
- Fundraising and sales experience preferred

<p><i>Skills:</i></p> <ul style="list-style-type: none"> <li>• Database management</li> <li>• Budgeting</li> <li>• Marketing /sales experience/knowledge</li> <li>• Excellent research skills</li> <li>• Excellent written communication skills</li> </ul>	<p><i>Competencies:</i></p> <ul style="list-style-type: none"> <li>• Driven self-starter</li> <li>• Ability to build and maintain relationships</li> <li>• Ability to build individualised strategies to harness donor pool</li> <li>• Ability to engage with varied stakeholders</li> </ul>
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| <ul style="list-style-type: none"><li>• Excellent data management skills</li></ul> |  |
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If interested in applying for this position, please email your resume to [careers@atma.org.in](mailto:careers@atma.org.in)

***Atma's Policy on Child Protection and Safeguarding***

Atma has a strict zero tolerance policy towards child abuse or anyone who abets such abuse. The guiding principle of this policy is that the protection of children is always the overriding consideration in all actions by Atma Employees, Associates and Consultants. The Atma Child Protection Policy is a statement of the expectations Atma has of its employees, associates and consultants when they come into contact with children. Associations with anyone found to be engaging in abusive and exploitative relationships or interactions with children will be broken.