***Job Description:*  Consultant Business Development**

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.

**The Consultant Business Development -**

Will be focusing on the events and the Fundraising efforts of the Resources Team at Atma. The Business Development Manager will work to improve Atma’s market position

and achieve financial growth.

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| Location | | Mumbai and Pune |
| Time Commitment | | Full Time |
| Reporting to | | Chief Executive Office |
| No. | Key Job Area | |
| 1 | **Growing and delivering Business Development Strategy and Planning**   * Define long-term organizational strategic goals * Create pipeline strategy * Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends. * Identifies trendsetter ideas by researching industry and related events, publications, and announcements; tracking individual contributors and their accomplishments. * Present to and consult with mid and senior level management on new trends with a view to developing new approaches, campaigns and distribution channels. * Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in visibility and incoming revenue. * Using knowledge of the market and competitors, identify and develop the organization’s unique selling. * Propositions and differentiators. * Maintain extensive knowledge of current market conditions. | |
| 2 | **Business Development:**   * Individual Donors (High Network Individuals):   (i) Develop the pipeline of new donors coming into the organization through cold calls, meetings, etc.  (ii) Research, identify and cultivate relationships with prospective individual donors and present Atma and its work to secure high level donations.  (iii) Convert them into confirmed donors and strengthen relations with existing donors.   * CSR:   (i) Identify opportunities and potential tie ups that will bring in revenue, support and funds for Atma.  (ii) Plan persuasive approaches, campaigns and pitches that will convince potential donors.  (iii) Work with team to develop proposals that speaks to the donor’s needs, concerns and objectives.  (iv) Negotiate and close deals.  (v) Develop and implement strategies for strengthening relationships with existing Business  Supporters.   * Events and Partner Fundraising   (i) Identify collateral needs (eg publications, video, online communications, mailing materials) to  support Atma fundraising activities.  (ii) Undertake Direct Marketing campaigns, including mail and online appeals.  (iii) Set up, coordinate and organize fundraising events for Atma and Atma Partners. | |
| 3 . | **Setting up Systems for donor management and implementing them**   * Build key Donor relationships and provide support as required. * Maintaining and leveraging your network. * Grow and develop Donor retention strategy. * Work with the Communications Team to develop a strategic approach to the supporter experience through. * Donor communications and engagement. | |

***Current***

* Brand strategy.
* Leading marketing material development.
* Meeting with external parties.

***Future***

* Strategy development.
* Leading donor sourcing and recruitment.
* Donor relationship management.

*o International Chapters*

*o Individual donors*

*o Grant makers*

* *Attending the right events Brand strategy.*
* *Speaking with the press.*
* *Meeting with external parties.*
* *Speaking events.*

***Qualifications & Experience***

* Graduate/Postgraduate.
* 2 to 5 years of relevant work experience across any/many of the organizational development areas such as Strategy, Human Resources.
* Database Management.
* Budgeting and Marketing.
* Donor Engagement and management.

***Skills***

* Strong interpersonal skills.
* Networking skills.
* Detail orientation.
* Strong written and verbal communication skills.
* Proficient use of MS Office (Excel, PowerPoint, Word) and Google Suite (Docs, Slides, Sheets).
* Strong consultant skill set- project management, analytical problem-solving and people management
* Financial Reporting.
* Knowledge of IT Software.
* Commercial Acumen.

***Desired Competencies***

* Takes initiative.
* Commitment.
* Strategic Thinking.
* Quick Thinking.
* Is an organized thinker.
* Needs to pay attention to details.
* Able to manage difficult situations.

If interested in applying for this position, please email your resume to **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.