

Job Description: Business Development Consultant

Background:

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.

At this juncture, the need for a Business Development Consultant is extremely crucial.

This is a very dynamic role for an energetic, self-starter who is not afraid to take on big challenges. The Consultant will be focusing on the fundraising efforts of Atma as well as providing support to the development & execution of the fundraising strategy.

Location	India
Time Commitment	Full Time
Reporting	CEO

No	Key Responsibility Area
1	Growing and delivering Business Development Strategy and Planning <ul style="list-style-type: none"> • Support with defining long-term organisational 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	<p>Business Development:</p> <ul style="list-style-type: none"> • Individual Donors (High Network Individuals): <p>(i) Develop the pipeline of new donors coming into the organization through cold calls, meetings, etc.</p> <p>(ii) Research, identify and cultivate relationships with prospective individual donors and present Atma and its work to secure high level donations.</p> <p>(iii) Convert them into confirmed donors and strengthen relations with existing donors.</p> <ul style="list-style-type: none"> • CSR: <p>(i) Identify opportunities and potential tie ups that will bring in revenue, support and funds for Atma.</p> <p>(ii) Plan persuasive approaches, campaigns and pitches that will convince potential donors.</p> <p>(iii) Work with team to develop proposals that speaks to the donor's needs, concerns and objectives.</p> <p>(iv) Negotiate and close deals.</p> <p>(v) Develop and implement strategies for strengthening relationships with existing Business Supporters.</p> <ul style="list-style-type: none"> • Events and Partner Fundraising <p>(i) Identify collateral needs (eg publications, video, online communications, mailing materials) to support Atma fundraising activities.</p> <p>(ii) Undertake Direct Marketing campaigns, including mail and online appeals.</p> <p>(iii) Set up, coordinate and organize fundraising events for Atma and Atma Partners.</p>
3	<p>Donor Data Management</p> <ul style="list-style-type: none"> • Ensure that data is accurately entered and managed within the organisation's data management systems. • Forecast targets and ensure they are met by the team • Track and record activity • Monitor, evaluate and report on the effectiveness of individual fundraising initiatives and campaigns • Present business development training and mentoring to business developers and other internal staff • Develop and maintain donor relations management systems to support fund raising activities of Atma and our partner NGOs

	<ul style="list-style-type: none"> Database segmentation and management
4.	Setting up systems for donor management and implementing them <ul style="list-style-type: none"> 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.
5.	Others <ul style="list-style-type: none"> Conduct research and assist with setting up of meetings at networking events. Provide support with revenue generating projects

Qualifications & Experience

- Graduate/Post graduate
- 2-4 years of relevant work experience across areas such as Fund-raising, Public Relations, Marketing & Comms etc.
- Experience in the field of Education preferred

Skills

- Strong interpersonal skills
- Strong relationship building skills
- Strong written and verbal communication skills
- Proficient use of MS Office (Excel, Powerpoint, Word) and Google Suite (Docs, Slides, Sheets)
- Strong data management skills
- Strong stakeholder management skills

Desired Competencies

- Takes initiative
- Is an organised thinker
- Is curious and a learner
- Uses limited resources to deliver unlimited results
- Attention to detail

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.