

Job Description: Business Development Associate

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. We provide hands-on and customised capacity building support to NGOs to enable them to sustain, strengthen and scale. We operate via two primary programmes - Accelerator & Lab.

So far, we have built the capacity of over 90+ NGOs across various geographies in the last 15 years through our high intensity programme offerings. We work with over 1000 NGOs a year through our low intensity offerings.

The Business Development Associate is a very dynamic role for an energetic, self-starter who is not afraid to take on big challenges. The person will be focusing on supporting fundraising efforts of Atma; work to improve Atma's market positioning and achieve financial growth for the organisation.

Atma is registered as a Charitable Trust, and so its primary fundraising efforts are directed towards maximising revenues, converting grants and receiving donations.

Location	India (Team works on a hybrid model)
Time Commitment	Full Time
Reporting	CEO

No.	Key Responsibility Area
1	<p>Co-designing and delivering Business Development strategy</p> <ul style="list-style-type: none"> • Support with defining long-term organisational strategic goals along with the CEO - goal setting, trends, strategies • 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. • 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>Lead Generation & Documentation</p> <ul style="list-style-type: none"> • Conduct regular research to identify a pipeline of donors which get added to the donor pipeline • Support in outreach and independently manage a few leads towards conversion • Conduct regular lead management calls with the CEO to move the donor pipeline towards successful conversions • Divide efforts across institutional and individual donors and adapt to diverse strategies for managing both kinds of pipelines • Manage volunteers, where the opportunity arises, towards these activities
3	<p>Donor Data Management & BD collaterals</p> <ul style="list-style-type: none"> • Ensure that data is accurately entered, regularly updated and managed within the organisation's data management systems (Streak and Google Drive) • Support in MoU creation and issue of receipts and invoices • Monitor, evaluate and report on the effectiveness of fundraising initiatives and campaigns. • Present business development training and mentoring to partner NGOs and other internal staff. • Liaison with Atma's finance team to ensure that donor wise data tracking is up to date and accurate • Regularly review & update Atma's pitch deck - ensure that it is customised to the context of each donor/event
4.	<p>Donor Reporting</p> <ul style="list-style-type: none"> • Ensure quarterly reports are designed and sent out to donors as per set timelines • Work closely with the Programmes and Impact team to source required data well in advance to report on progress across Accelerator and Lab partnerships • Set up donor calls and document feedback/learnings post reporting
5	<p>Donor outreach & Proposals</p> <ul style="list-style-type: none"> • Support CEO is preparing proposals for a range of grants / donation opportunities • Conduct some outreach activities independently and minute calls done by CEO • Conduct regular follow up with donors to move them towards conversion
6.	<p>Fundraising events</p> <ul style="list-style-type: none"> • Plan and execute Atma's Annual Crowdfunding Campaign in Q3 every year. Work closely with Comms consultant to design the narrative & strategy • Plan and execute Atma's Annual Open House in Q1/Q2 - the objective of the event is to showcase Atma's expertise and advocate for capacity building in the sector • Document learnings and seek active feedback on both

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| | <ul style="list-style-type: none">• Take complete ownership and accountability for all BD events |
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Qualifications & Experience

- Graduate/Post graduate
- 0-2 years of relevant work experience across areas such as Fundraising, M&E, Marketing & Comms etc.

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.