

WE ARE HIRING!

SENIOR CONSULTANT, COMMUNICATIONS & BUSINESS DEVELOPMENT



A T M A

Great
Place
To
Work®

Certified
DEC 2023 – DEC 2024
INDIA

Who can apply?

Graduate/ Post Graduate with 5-7 years of experience in communications, marketing, business development or fundraising roles within the social sector. Knowledge of capacity building and organisational development is preferred.

Location - Flexible- Anywhere in India

Work Type - Hybrid (Virtual working plus travel for meetings/ partner/ donor visits)

Duration - Indefinite

Salary range - ₹ 9.50 to 10.50 LPA + PF + Medical insurance + Allowances

Reports to - Chief Executive Officer



About Atma

Founded in 2007, Atma is dedicated to building the capacity of NGOs by enhancing their knowledge, skills and processes across 10 organisational development areas. Our approach is centered around:

- **Tailored Support:** We provide personalised, one-on-one guidance to NGOs, developing customised strategies and action plans that align with their unique goals and challenges, ensuring long term sustainability.
- **Collaborative Partnerships:** By partnering with committed donors and sector intermediaries, we amplify our impact and extend comprehensive support to a larger number of NGOs, achieving more together than we could alone.
- **Outcomes-Oriented Approach:** Atma employs a data driven methodology of continuous review, learning and improvement across all programmes, fostering better accountability and commitment to achieving impactful outcomes.

Our Current Programmes Portfolio:

- **Accelerator:** Providing customised, intensive support to NGOs over 3 months to 3 years, focusing on organisational development to enhance capacity and drive growth in the social sector.
- **Lab:** A collaborative hub partnering with funders, sector intermediaries and volunteers to foster innovation, develop resources and build human capital for NGO capacity building across India.
- **Volunteering Programme:** Connecting skilled professionals with NGOs to address capacity building needs, expanding the social sector's access to a diverse talent pool.

Beyond these core programmes, we offer webinars and workshops on relevant topics for the sector and NGOs. Additionally, we work on ecosystem-building initiatives and advocate for capacity building to create a supportive environment for NGOs to thrive and maximise their impact.

Purpose of the Role:

The Senior Consultant, Communications & Business Development (BD) plays a pivotal role in driving Atma's strategic growth and positioning through effective communication and fundraising efforts. This role spearheads efforts to elevate Atma's presence as a thought leader in the areas of capacity building and organisational development, while securing sustainable funding sources to fuel the organisation's mission and impact. This role develops and executes integrated strategies encompassing brand building, stakeholder engagement, sector collaboration, donor cultivation and fundraising, ensuring a consistent flow of resources to support Atma's programmes and initiatives.

Main Responsibilities:

Fundraising:

- Collaborate with the CEO to develop and implement a comprehensive fundraising strategy, aligning with organisational goals and targets.
- Lead the efforts to identify and pursue new funding opportunities, including institutional donors, individual donors, and strategic partnerships.
- Provide guidance and oversight to the BD Associate on pipeline building, outreach planning, lead follow-up and conversion strategies.
- Lead the preparation of high-quality proposals, pitches, and donor presentations.
- Participate in and move towards leading donor meetings, calls and presentations.
- Oversee BD documentation creation and management including collaterals, agreements, reports and other materials.



- Collaborate with the Programmes team to identify strategic partnerships in the sector and develop suitable capacity-building service offerings.
- Oversee donor reporting and collaborate with the finance team to implement better data management and reporting systems.
- Engage and collaborate with the leadership team to strategise and develop new donor initiatives and campaigns by identifying new trends, approaches, campaigns and distribution channels.

Brand Building and Communication:

- Develop and execute a comprehensive communication strategy to enhance Atma's brand presence and positioning as a thought leader in capacity building and organisational development.
- Lead the creation of organisational-level collaterals and materials, such as annual reports, case studies, HR collaterals, and programmes documents/ collaterals.
- Lead the development and implementation of Atma's comprehensive digital strategy, including website content strategy, social media calendar and content creation, and effective utilisation of other digital platforms to enhance online presence and engagement.
- Oversee and guide the Communications Associate in creating visually compelling and engaging social media content across various digital platforms, ensuring alignment with Atma's branding guidelines and messaging
- Manage the creation of organisation-wide reports and updates for internal and external stakeholders.
- Develop and maintain strategic partnerships and collaborations within the sector to expand Atma's reach and impact.
- Identify and pursue speaking opportunities, events, and collaborations to showcase Atma's expertise and increase brand visibility.

Stakeholder Engagement and Management:

- Cultivate and maintain strong relationships with existing and potential donors, partners and stakeholders.
- Represent Atma at external events, conferences and forums, fostering networking opportunities and promoting the organisation's mission and programmes.
- Collaborate with the Programmes team to develop and disseminate compelling content, success stories/ case studies and thought leadership pieces.
- Oversee the planning and execution of Atma's events and campaigns.

Team Management and Development:

- Maintain extensive knowledge of current market conditions, trends and best practices in the social sector (specifically capacity building and organisational development).
- Leverage market insights and competitor analysis to identify and develop Atma's unique selling propositions and differentiators, positioning the organisation as a preferred capacity building partner in the sector.
- Ensure continuous updates and knowledge transfer within the BD and Communications teams, fostering a culture of learning and staying ahead of industry developments.
- Provide strategic guidance and mentorship for the Communications and BD Associate including identification and implementation L&D initiatives to enhance the team's skills and knowledge.

Expected Skills, Knowledge and Expertise

Skills

- Excellent language and interpersonal skills: Ability to communicate effectively, both verbally and in writing, and build strong relationships with diverse stakeholders.
- Excellent presentation skills: Proficiency in delivering engaging and persuasive presentations, pitches and proposals.
- Networking skills: Ability to identify, cultivate and leverage strategic partnerships and collaborations.
- Research and detail orientation: Strong research skills and attention to detail, ensuring accuracy and thoroughness in all aspects of work.
- Strategy and planning skills: Ability to develop and execute comprehensive strategies, considering long-term goals and objectives.
- Creative thinking skills: Ability to generate innovative ideas, approaches and solutions to address challenges and opportunities.



Specific Knowledge and Experience

- Marketing and branding: Knowledge of marketing principles, branding strategies and best practices in the social sector.
- Data analysis and reporting: Understanding of data analysis techniques and ability to interpret and communicate complex information.
- Financial acumen (good to have): Familiarity with budgeting, cashflow management and donor reporting in the social sector.
- Stakeholder engagement: Knowledge of effective stakeholder engagement strategies and relationship management.
- Content creation and social media: Understanding of content creation, social media platforms and relevant software for content management.
- Team and project management: Ability to lead and mentor team members while effectively managing projects and delivering quality results

Key Stakeholder

Internal

- Programmes Lead Consultant and team
- Volunteers
- Volunteer Programme Manager
- Communications Associate
- BD Associate
- Chief Programmes Officer
- Chief Executive Officer
- Atma Board Members

External

- NGO Leaders
- Donors leads/ POCs
- NGO teams / Staff members
- Sector Collaborators
- Fundraising platforms
- Website maintenance service provider

Why join Atma?

Joining Atma means stepping into an environment tailored for the modern professional, where our commitment to flexibility ensures you can balance work and life effectively, fostering a healthier work-life integration. Rooted in our core values of excellence and integrity, we prioritise team culture and bonding, offering offsite gatherings, in-person meets, and virtual team spaces to keep our team closely connected and engaged. We provide extensive learning and development opportunities, empowering you to excel in your role and beyond, with a focus on cross-functional learning and upward mobility. Additionally, recognising the importance of maintaining well-being, we offer appropriate leave structures and annual downtime to recharge and rejuvenate. Join us in a workplace that values your holistic development, fosters strong relationships, and champions your professional growth and well-being.

Hiring Process

- Application through google form
- Screening of profiles for eligibility criteria
- Prework assignment upon shortlisting
- Panel Interview upon meeting assignment benchmark score
- The complete process will take 20-25 days

If interested in applying for this position, please submit your profile by clicking on this link - <https://forms.gle/bbn2XhTPGr8zP8pT8>