



Job Description: Deputy Director – Business Development

Job Title:	Deputy Director Business Development (DD-BD)
Reports to:	Executive Director (ED)
Collaborates with:	Internally - Transform team Externally - Donors, Knowledge Partners and Consultants occasionally with International, National, State & District counterparts (Government & Non-Government)
Direct reports:	Two (Head – Business Development Partnerships)
Base:	New Delhi and with travel within India
Contract Length:	One year fixed term contract (renewable for three years)
Compensation	Circa INR 20 Lacks per annum (on a cost to the organisation basis). A performance linked compensation dependent on qualifications and experience.
Background:	People For Action (PFA) is an Indian NGO. It leads inspired action to improve learning outcomes for students in government schools in India has set an audacious goals of address education and equity issues for 9.8 Million children by 2025.

PFA's Transform Schools Programme works in Odisha, Chhattisgarh, Haryana, Himachal Pradesh, West Bengal and Telangana. It uses powerful models and high-quality resources to transform Teaching, Learning, School Management, Enrolment and Gender PARity. These are implemented in partnership with State governments and NGOs.

Job Purpose:	Transform Schools, People For Action (PFA), with its established Transform Learning model aims to take its programmes much wider and deeper to impact learning outcomes.
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In order to achieve these goals, seeking to hire a Business Development Expert to lead the Business Development and Fundraising Strategy to raise upwards of INR 10 Cr. / year to fuel PFA's expansion to new geographies.

The main purpose of this position will be to secure partnerships and funding to realise organisation's mission. The incumbent will be accountable for actively building and maintaining partnerships aligned with the vision and mission of the organisation whilst ensuring a diverse and growing portfolio of funding.

Main duties & Responsibilities:	DD-BD will be responsible for research, identifying and reaching out to new fundraising and partnership opportunities - including new markets, growth areas, trends, customers, partnerships - or new ways of reaching to existing partners to generate revenue in alignment with Transform Schools Business Development Strategy 2020-2023.
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The work will involve careful strategic planning and positioning in the appropriate markets, or enhancing the operation of the business, position or reputation to achieve planned targets.

DD-BD will lead a team of two Heads and will lead the engagement and results across all areas of the fundraising domain.

MAJOR RESPONSIBILITIES

Fund Raising:

1. Build a fundraising engine by setting up a robust and systematic mechanism in alignment with the organisation's Business Development Plan to establish PFA

- as a sustainable organisation with a diverse donor base.
2. Systematically track, gather intelligence and forecast around potential funding opportunities at regular intervals. Also analyse information from donor discovery platforms, network mapping, industry intelligence and trends, State level CSR connects to define a focused approach for each donor.
 3. Generate leads, seek out the appropriate contacts by reaching out to potential funders/ donors across CSR networks and Institutions, understand the needs of the funders/ donors and respond effectively with a proposal of how to meet these.
 4. On-board high-profile vocal supporters, HNIs/UHNIs to financially and intellectually endorse PFA, by deepening relations and generating leads from existing donors.
 5. Secure legacy giving and endowment funds as a source of unrestricted fund to ensure organisational sustainability; research into practice grants to enable development of new and improved programmatic solutions.

Partner Communication:

1. Develop a plan of communication for donor reporting, special announcements, invitations or exchange of greetings on special occasions. Communicate, negotiate, present the programme outcomes to credibly and effectively to influence and develop relationships with funders/ donors.
2. Ensure that donor compliances are met and they receive regular updates on progress and milestones achieved.

Relationship and Brand Building:

1. Create a brand recall by establishing trust amongst supporters, donors and partners, to ensure long-term partnerships culminating in higher revenue generation.
2. Conceptualise and organise Annual Fundraising Campaigns and Galas, other events and meets.
3. Social media campaigns sharing information and building awareness of achievements among wider audience, advocating for the cause of improved learning outcomes in elementary and secondary schools
4. Partner with a PR agency to facilitate press coverage of PFA's work in targeted dailies, magazines, radio and social media channels to expand the outreach and audience for the organisation and set the foundation for an increased donor landscape.

Other Activities

1. Periodically revise the Business Development and Engagement Strategy based on lessons learned and field feedback and observations.
2. Produce monthly up-to-date fundraising reports for the ED.

Person specification:

Essential requirements

1. Belief in the power of quality education to impact social and economic outcomes for children
2. Degree in Business Administration, Marketing, Communications, or relevant field;
3. 7+ years of relevant experience in leading business development initiatives showcasing effective track record.
4. Ability to close the best deals with enough market inputs/comparisons
5. Data-Oriented & Good experience in team/stakeholder management
6. Excellent proposal writing, research and communication skills
7. Demonstrated ability to communicate, negotiate, present, and influence credibly and effectively at all organisation levels;
8. Excellent working knowledge of Microsoft Office: Outlook, Word, PowerPoint and Excel and online management tools like Flux, Pipedrive, Slack etc.

9. Excellent collaboration, management, problem solving skills, ability to prioritise a diverse and demanding workload, and meet deadlines consistently
10. Strong interpersonal, networking, communications (including high level competency in written and verbal English) and IT

Desirable experience and qualities

1. Alignment with Transform Schools mission and priorities
2. A sense of humour and patience
3. Effective communication skills in English and Hindi.

21 November 2021

www.transformschools.in

Twitter: [@TransformEdu](https://twitter.com/TransformEdu) ,LinkedIn: [Transform-schools1909](https://www.linkedin.com/company/transform-schools1909)