

## Job Description – Digital Marketing Manager

<b>Designation</b>	Business Development Manager/Senior Manager (Individual Giving)
<b>Department</b>	Purpose Resource Mobilization
<b>Location</b>	Mumbai
<b>Employment type</b>	Employment Contract
<b>Report to</b>	Assistant General Manager Development
<b>Positions reporting to this role</b>	NA

<b>Version No:</b>			
JD No.:		Version No.:	V1
Effective date:	Jan 2022	JD approved by:	Director PRM

### Organization Background

Established in 2007, Educate Girls (a project of 'Foundation to Educate Girls Globally') is holistically tackling issues at the root cause of gender inequality in India's education system that has helped to ensure over 90% enrolment and higher attendance as well as improved school infrastructure, quality of education and learning outcomes for all girls.

Our comprehensive model helps communities assess their school situation, initiate action plans and empowers them to sustain positive results at the lowest cost. Educate Girls believes that if girls in the most backward gender gap districts are educated now, they will have the potential to enter the formal economy, gain employment and lift their families out of poverty. By leveraging the government's existing investment in schools, Educate Girls delivers measurable results to a large number of beneficiaries and avoids duplication or parallel delivery of services.

Because of the sustainability and scalability of the model, Educate Girls has grown from a 500-school pilot project in the Pali district of Rajasthan to now serving thousands of schools, reaching millions of children in some of India's most remote areas. The non-governmental organization has a management and outreach office in Mumbai and operations in Rajasthan and Madhya Pradesh and is committed to launching interventions in multiple new geographies across India over the coming years.

For further details about organization please visit [www.educategirls.ngo](http://www.educategirls.ngo)

### Our Values

<b>Gender Equality</b>	Being able to treat people equally irrespective of gender
<b>Integrity</b>	Possess the ability to “know and do” what is right
<b>Excellence</b>	Being outstanding or extremely good, striving to lead by performance excellence
<b>Collaboration</b>	Working effectively and inclusively with a range of people both within and outside of the organization
<b>Empathy</b>	Being able to understand and share the feelings of another and use that understanding to guide our actions

## Our Competencies

<b>Strategic Thinking</b> – Think big yet act focused	<b>Taking Ownership</b> – Feel responsible & accountable	<b>Analytical Thinking</b> – Stay true to your data
<b>Developing Talent</b> – Growing and taking people together		<b>Ensuring Alignment</b> – Think differently but work together

### ✓ **Job Profile**

Business Development Manager will work with the Individual Giving team in the Purpose & Resource Mobilization function at Educate Girls with a focus on maintaining and growing the HNI and Corporate donor base

### ✓ **Areas of Responsibility:**

- **Digital marketing:**

- Work with team to brainstorm new and innovative growth strategies for customers/ individual donors
- Co-ordinate with digital marketing agency to monitor campaign performance, ROI and budgets
- Collaborate with developer to create landing pages and optimize user experience on our website
- Evaluate end to end customer experience across multiple channels customer touch points
- Identify the latest trends and technologies affecting social sector
- Evaluate important metrics that affect our website traffic and target audience

- **Business Development:**

- Prospect for potential new partnership opportunities, analyzing their feasibility, shaping specific opportunities
- Identify, develop and cultivate multi-year grants. Write and coordinate concept notes/ project proposals with the programme, impact and operations teams
- Identify check-out charity opportunities through Point of Sales alliances, with corporates and crowd-funding websites to build a recurring, unrestricted funding channel.
- Support grant management by ensuring donor due diligence, donor engagement and submission of high-quality reports
- Develop and maintain good relationships with donors by ensuring regular communication, knowledge exchange and sharing of updates
- Ensure uniformity in communication and delivery by collaborating effectively with other members of the team and cross functionally with the Operations team to ensure that high impact and viable products are pitched
- Work closely with the Operations team to craft strategies for partners and maximize donations/grants of partners
- Create brand recall amongst supporters, donors and partners, to ensure long-term partnerships, culminating in higher revenue generation
- Organize special donor and fundraising events, galas etc.
- Manage visits of stakeholders with potential of fundraising and brand building

- **Customer management**
  - End to end customer management from onboarding to retention and customers satisfaction
  - Maintain and develop customer success strategies and best practices as well as support content
  - Understand customer needs, maximize retention and growth
  - Maintain existing customer database and success metrics
  - Plan and share quarterly newsletters, updates, reports etc. to keep donors/customers updated
  
- ✓ **Liaise with:** All internal departments within Educate Girls and external vendors and donors
  
- ✓ **Education Background:** Bachelor's degree in marketing or relevant field. Master's degree is not necessary, but preferred.
  
- ✓ **Work Experience:** Min 3-5 years of experience in business development or fundraising or individual giving in social sector
  
- ✓ **Skills Set:**
  - **Soft skills:**
    - Strong written and verbal communication skills
    - Good interpersonal skills
    - Ability to manage time and prioritize projects to meet deadlines
    - Good critical thinking skills
    - Good presentation skills
    - Proficient in English and Hindi
    - Customer/donor focused
    - Self-motivated to work on and complete tasks on an individual basis
  
  - **Technical skills:**
    - Proficient in MS Office (Excel, PowerPoint, Word)
    - In-depth knowledge of various social media platforms, best practices and website analytics tools (Google analytics, console etc.)
    - Working knowledge of digital ad serving tools
    - Good analytical skills
    - Basic product development skills preferable
    - Good communication and
    - Bachelor's degree in marketing or relevant field.
  
- ✓ **Travel requirement:** At least 1-2 Customer and fields visits every quarter

"Educate Girls is committed to achieving 50/50 gender balance in its staff. Female candidates are strongly encouraged to apply for this position."