

Job Description – Senior Manager HNI

Designation	Senior Manager HNI
Department	Purpose and Resource Mobilization
Location	Mumbai
Employment type	Full time
Report to	General Manager Individual Giving
Positions reporting to this role	NA

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

Our Values

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

Our Competencies

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

- ✓ **Job Profile**

Senior Manager HNI will work with the development (fundraising) team at Educate Girls with a focus on maintaining and growing the HNI donor base

- ✓ **Areas of Responsibility:**
 - **Business Development:**
 - Scope and grow HNI (High Net Worth Individuals) donor base at Educate Girls
 - Craft winning grant applications and fundraising proposals wherever required
 - Manage donor and stakeholder field visits
 - Create annual fundraising plan and budget, and ensure goals and targets are being met on a month-on-month basis
 - Effectively convey the organization's mission, vision, and programs to potential donors over face-to-face meetings
 - Plan donor engagement activities, events etc.
 - **Donor relationship management**
 - End to end donor management from onboarding to retention by ensuring donor delight
 - Set regular calls and meetings with major donors to keep them engaged and updated
 - Understand customer needs, maximize retention and growth
 - Plan, prepare and share quarterly newsletters, updates, reports etc. to keep donors updated
 - Responsible for Managing and developing long term relationships with the donors and upgrading them up the donor pyramid.

- ✓ **Liaise with:** All internal departments within Educate Girls and external vendors and donors

- ✓ **Education Background:** Post graduate degree in marketing or relevant field is preferred.

- ✓ **Work Experience:** 5-7 years of experience in developing HNIs and managed relationships

- ✓ **Skills Set:**
 - **Soft skills:**
 - Exceptional communication and relationship-building skills
 - Good interpersonal skills
 - Ability to manage time and prioritize projects to meet deadlines
 - Good critical thinking skills
 - Good presentation skills
 - Strong attention to detail
 - Proficient in English and Hindi

- **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: NA**

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