

## Job Description – Presales Support Specialist

<b>Designation</b>	Presales Support Specialist
<b>Department</b>	Purpose & Resource Mobilization
<b>Location</b>	
<b>Employment Type</b>	Renewable Full Time Employment Contract
<b>Report to</b>	
<b>Positions reporting to this role</b>	NA

### Organization Background

Established in 2007, Educate Girls' is a non-profit that focusses on mobilizing communities for girls' education in India's rural and educationally backward areas.

Strongly aligned with the 'Right to Education Act' or the 'Samagra Siksha', Educate Girls is committed to the Government's vision to improve access to primary education for children, especially young girls.

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 Description:**

As a Presales Support Specialist, you will be a crucial member of our sales team, focusing on generating leads and facilitating meetings with corporate Donors. Your role will involve research, outreach, and coordination to ensure that our Fundraising team has the opportunity to engage with potential donors effectively.

**Areas of Responsibility****1. Lead Generation:**

- Identify potential corporate donors through online research, industry publications, and lead databases.
- Create and maintain a database of qualified leads.
- Utilize various tools and techniques to identify key decision-makers within target companies.

**2. Outreach and Qualification:**

- Conduct outbound outreach via email, phone, and social media to introduce our Organizations Program to potential donors.
- Qualify leads by assessing their needs, budget, and timeline.
- Set up initial discovery calls to gather more information about potential Donors, CSR intervention.

**3. Meeting Coordination:**

- Collaborate with the Fundraising team to schedule meetings and program demonstrations with qualified donor prospects.
- Ensure all relevant information about the meetings, including participant profiles and objectives, is communicated to the Fundraising team.

**4. Follow-Up:**

- Maintain regular communication with leads to nurture relationships and keep them engaged.
- Handle responses and inquiries from potential donors promptly and professionally.
- Update the Fundraising team with lead information and interaction history.

**5. Market Research:**

- Stay updated on industry trends, competitor activities, and market developments.
- Provide insights and feedback to the Fund raising teams to refine strategies.

**Education Background**

- Bachelor's degree in Business, Marketing, or a related field.
- Proven experience in lead generation, inside sales, or presales support, preferably in a B2B environment.
- Excellent communication skills, both written and verbal.
- Proficiency in using CRM software and lead generation tools.
- Strong organizational skills with the ability to manage multiple tasks and prioritize effectively.
- Self-motivated, results-oriented, and a team player.

### Travel requirement

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