



## Corporate Partnership Associate

**Location: Mumbai, Maharashtra**

**Information Links**

[www.educategirls.ngo](http://www.educategirls.ngo)

[Founder Safeena's TED Talk , April 2019](#)

[2023 WISE Prize in Education](#)

[Worlds First Development Impact Bond in Education](#)

[First TED Audacious Project to be chosen from Asia](#)

## About Educate Girls:

- Established in 2007, Educate Girls' is a non-profit that focuses on mobilizing communities for girls' education in India's rural and educationally backward areas. Educate Girls' scalable, replicable and sustainable program model resides on top of India's 'Right to Education Act'.
- From a 500-schools pilot in 2007, Educate Girls has metamorphosed into a 24,000+ schools, over 18,000 villages across more than 33 districts in the states Rajasthan, Madhya Pradesh, Uttar Pradesh & Bihar.
- Since inception, Educate Girls has enrolled 1.4+ million Out-of-school girls (OOSG); 1.9+ million children have benefitted from the remedial learning curriculum. Over 18.6 million total beneficiaries have been impacted from Educate Girls' program model. For more information log on to [www.educategirls.ngo](http://www.educategirls.ngo)
- In the next 10 years, Educate Girls aims to build one of the largest second-chance program - Pragati - for adolescent girls and young women. The objective of Pragati is to create an ecosystem to enable 10th grade credentialing and access to better life chances for adolescent girls and women who have dropped out of the formal school-system. The goal is to transform 10 million lives in the next 10 years. For more information about the project, visit <https://www.educategirls.ngo/project-pragati/>

## About the role:

As a Resource Mobilization Associate, 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.

## In this role, you will be responsible for:

### 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:**

- • Bachelors 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.

#### **Attributes to be successful in this role at Educate Girls**

- Strong Research & Lead Generation Skills – Ability to identify and qualify corporate donor prospects using various tools and platforms.
- Excellent Communication – Clear, persuasive written and verbal skills for outreach and relationship-building.
- CRM & Data Management – Proficient in tracking lead interactions and managing donor pipelines effectively.

#### **✓ Travel requirement:**

- Willingness to travel up to 25% of the time at the State/district level in program geographies

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