

Job Title: Deputy Manager/ Manager, Development and Fundraising

Reports to: Senior Director/ Director, Development and Fundraising

Location: Delhi Office (Okhla)

Experience (in years): 3-4 years' experience (sales or business development experience is a plus)

Nature of work: Full Time

About Ashoka University:

10 years ago, we embarked on a journey to establish a world-class, multi-disciplinary, liberal arts and sciences university in India. Built on the finest global best practices of institution and university governance, Ashoka has truly transformed Indian higher education in India with its unique pedagogy, governance, and best practices.

Ashoka is today India's #1 liberal arts and sciences university that is home to the most diverse student body, a hub for impactful research, and a magnet for best-in-class faculty and staff.

Ashoka has been ranked in the top five among private Universities in India by QS Asia and has also secured the top rank among all Indian Universities in the 'International Faculty' indicator. The University was earlier awarded a Diamond rating by QS I. GAUGE as a recognition of its continuous focus on academic rigor, inter-disciplinary pedagogy, world-class faculty, academic research, innovative modules of engagement with the community, and teaching methods.

For further information, visit www.ashoka.edu.in.

We aim to co-create a nurturing space for our students, faculty, staff, donors, and community positively through universal values:

- **Be Mission-Driven**
- **Think Strategically**
- **Act Authentically**
- **Take Accountability**
- **Build Collaboration**
- **Deliver Excellence**

Role and Responsibilities:

Pipeline/Lead Generation

- Primary and secondary research to generate a target list of qualified prospects across the various segments – HNI, Corporate donors etc.
- Ability to leverage resources and networks, including online portals and listings to generate intelligence and knowledge - ET 500, Fortune 500, Capital Markets, VCC, etc.
- Ability to qualify prospects to strengthen the fundraising and outreach efforts.
- Manage the target prospect lists and add new segment lists.
- Maintain the pipeline trackers.

Prospect Outreach

- Assist the outreach team in prospect emailing activity, tracking responses, and prospect follow-ups.
- Keeping track of leads/ prospects generated through the donor/influencer network.
- Share briefing on prospects and donors with the outreach team prior to a meeting.
- Assist the outreach team with specific presentations/ proposals.
- Co-ordination for the prospect events

Donor Onboarding and Engagement

- Co-ordinating internally for the pledge letters/MOUs
- Scholarship allocation
- Co-ordinating with the internal teams to complete the donor onboarding process.
- Ensuring donor data is in place for compliance purposes.
- To organize campus visits for prospects and donors

Knowledge Management

- To ensure prospect updates are captured in CRM – end-to-end data management
Maintaining a repository of prospects/donors and their contact details on CRM.
- Generate MIS and reports from CRM as required on an ad-hoc basis.
- Create/update Donor engagement tracker and market intel report.

Document Management

- Assist the outreach team with the most recent and updated documents before any meeting.
- Maintain prospect follow-up lists and city-wise event lists. CRM updating
- Liaise with colleagues in the Dev team and on campus to get the necessary information/updates.
- Maintain an e-library of the above materials for ease of use.

Competencies and Skill Sets

- Proven research skills: tenacity and perseverance to gather data/ generate knowledge by leveraging multiple sources - digital and print, primary and secondary.
- Proficiency in MS Office
- CRM Tool – Salesforce
- Google sheets
- Excellent spoken and written communication in English.
- Relationship management skills
- Multi-tasking ability
- Strong process orientation
- Organized and disciplined.
- Ability to respond back in shorter timelines, adhere to strict deadlines; Open to work on weekends (on rare occasions)
- Critical thinking, problem-solving and analytical mindset - the ability to join the dots.
- Can do attitude.

Application Submission Process

Please submit an **updated CV** at connect.hr@ashoka.edu.in, with the subject line – <Job Name+Department Name_Applicant Name>. Kindly ensure that the application includes the last compensation received, expected salary, and notice period.

In addition, please **submit a 300-word write-up** on three individuals you would target to raise funds from for Ashoka University. Briefly describe who they are, why they should be approached and how you would pitch Ashoka to them. Please provide this write-up in a Word document or PDF.

Only shortlisted candidates will be contacted.

Ashoka is an equal opportunities employer. Remuneration will be competitive with Indian non-profit pay scales and will depend upon the candidate's experience levels and the overall organization's salary structure.