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Job Description: Director, Marketing and Fundraising

About Avanti Fellows

Avanti Fellows is a social enterprise established in March 2010 with the objective of broadening access to tertiary education in India. We help bright and motivated students from low-income homes gain admission to premier undergraduate colleges and ensure that they perform well and assimilate socially during their time in college. We currently have 4 full-time employees and around 150 student volunteers at 5 IITs – Bombay, Delhi, Madras, Kanpur and Roorkee, and help 120 students prepare for engineering entrance exams.

Avanti Fellows is the winner of the Stanford BASES Social Entrepreneurship Challenge 2010, a PanIIT Alumni India initiative and an UnLtd India investee.

Overview of the Role

The Marketing and Fundraising Director will be expected to manage Avanti's capital fundraising campaigns and initiatives including event management, sponsorship management, donor giving programs, and coordinating and increasing the organisation's donor base. The role would require working directly with the CEO for the development of the strategic fundraising and marketing plans for shaping the overall strategy and driving forward new initiatives to ensure long term sustainability.

Primary Roles and Responsibilities

- Create marketing strategy and manage all marketing initiatives
- Lead and develop a fundraising strategy in line with Avanti's goals
- Set and implement goals to hit fundraising targets
- Maintain fundraising base and build on existing relationships with donors, volunteers, funders and key stakeholders
- Identify and reach out to potential donors and new fundraising opportunities, write and present proposals, and prepare grant applications for projects
- Oversee the management and implementation of events and campaigns
- Maintain all donor and fund development records

Requirements

- Proven experience in a fundraising/business development role (2 years experience required)
- Have excellent organization skills and detail oriented personality
- Ability to leverage personal and professional networks
- Confident and persuasive communicator with excellent writing and verbal skills
- A passion to work in an entrepreneurial environment
- Polished interpersonal skills; experience in leading teams is a plus

Location

Mumbai or New Delhi

Compensation

INR 7 Lakhs per annum (negotiable, based on experience and fit)

www.avantifellows.org