



## Profile : Business Development Executive

**Qualifying Experience:** Minimum 3 years experience in Business Development / Marketing Profile

**Minimum Qualification:** Graduate in Marketing/ Business Development/ or similar relevant field. Preference to candidates with master's degree in the relevant field shall be given

**Salary:** Best in the sector

### Personal Skill Set Sought:

- Excellent communication skills
- Presentable and Persuasive personality
- Dynamic, Resilient and empathic
- Leadership and Team playing together.
- Well versed with MS Office, Google and CSR/ Development sector

### Objective of the position

The BD Executive shall be responsible to assist and suggest for the implementation of the communications and fund raising strategy of the organisation with focus on business development and donor relationship management.

The position includes prospection of donors through online research, making presentations, writing proposals, meeting with donors and prospects, and converting them into regular donors.

The role also involves relationship management with donors and growing them into regular givers. The role requires the person to be conversant and leverage all communication and media channels to include digital, offline, online, press relations, events and activation.

### Key Responsibilities:

#### Search and scout for funding agencies and projects

- To develop a portfolio of the organization (includes development of Organizational presentation kit) and acquiring new partnerships for funding and increase the organization's resources as per target set by the organization.
- Scout possible partnerships at various online and offline means through presentations, liasoning, meetings, references
- Develop donors through High Net Individuals(HNI), Corporates, Govt, Institutions, Foundations and Trusts
- Maximizing resource generation from corporate donors through project proposals across program areas, events and marketing tie ups
- Ensure effective communication of programs for funding opportunities and ultimately targeting at converting EoIs/ RFPs into partnerships.

#### Liaisoning with funding partners, both existing and prospective

- Collaborating with program, advocacy, knowledge management and other functions for effective implementation and information exchange
- Assisting the HOD in communication, marketing and events
- Attending conferences, CSR summits and relevant events for networking
- Managing donors, providing regular MIS and reports, and building a strong relationship with them
- Persuading existing partners for permanent / repetitive association

#### Grant Writing

- Research various tenders and grants being floated by organizations and coordinate submission of proposals.
- Research various Catalyst organizations and register with them.
- Maintain relations with catalyst/ intermediary organizations
- Knowledge and understanding in concept note development and full-fledged proposal writing
- Any other duties as assigned by supervisor