



## **Job Description: (Sr.) Associate – Fundraising**

**Nature of employment:** Full-time

**Reporting to:** S(r.) Specialist – Fundraising

**Location:** New Delhi, Delhi

### **About Peepul**

Peepul is an education-focused non-profit organisation committed to transforming India's education system and enabling every child to reach their full potential. We work closely with national, state, and local governments to transform government schools and government systems. Currently, we work with governments in Delhi and Madhya Pradesh to meaningfully have an impact across ~325,000 teachers and 9.75 million+ students across 100,000+ schools.

At Peepul, we collaborate with school systems to build the capacity of leaders, teachers, and institutions. We advocate for policy improvements, support mentoring and monitoring, and enhance student-teacher engagement in classrooms. Our work has been recognised internationally, including receiving the Commonwealth Education Awards for Innovation and being featured in reports by respected organisations like the UN and the National Ministry of Education, India, and we are well-funded by both Indian CSR and prominent international Foundations working toward a common purpose of excellent education for the most disadvantaged sections of society.

Driven by our core values of impact, excellence, and leadership, we are a restless, resilient, and reflective organisations. Our team of 200+ employees is passionate about creating lasting change and is rewarded competitively for their dedication. Join us in our mission to create a world where every child has equal access to high-quality education. Learn more about our transformative work at <http://peepulindia.org>.

### **About the role**

We are looking for a passionate and target-oriented person to build and lead the Fundraising portfolio for Peepul. The role involves building a team, expanding the existing donor pipeline, maintaining strong donor relationships, and designing an overall strategy for effective fundraising. Peepul is currently at an annual budget of INR ~25cr and this role will be critical to develop and manage the funding goals, as well as continue the strong growth trajectory for the organisation.

### **Key Responsibilities (including but not limited to):**

- Work closely with the Fundraising Manager/CEO to develop a fundraising strategy for supporting Peepul's programs
- Identify and research suitable new prospects- foundations, corporates and individuals-for Peepul, and cultivate these relationships on behalf of the organization



- Manage the end-to-end fundraising cycle with each prospective donor: Identifying high- value, prospective donors, initiating leads, calls and meetings, making presentations, writing proposals and closing agreements
- Support in drafting proposals, grant applications, reports, and updates for current and prospective supporter
- Maintain relationships with existing donors and respond to their requests regularly and keep updating them about Peepul's work
- Plan and execute donor project visits whenever needed
- Manage and create communication to engage retail donors
- Manage volunteering initiatives with donor employees and keep them engaged
- Work on donor due diligence and closely with finance on donor requirements

### **Qualifications and Role Requirements:**

At Peepul, we seek talented professionals passionate about driving educational transformation and making a positive impact. We are looking for individuals who possess the following qualifications and meet the role requirements:

- **Educational Background:** Master's degree in business administration, social work, public policy or related discipline.
- **Work Experience:** We value both professional and personal experience. Candidates with 2-4 years total experience managing partnerships with Indian and International donors and other stakeholders. Have a strong network of existing relationships with CSR & philanthropic organizations.
- **Other Skills:** Proven experience of negotiating with senior stakeholders, both internally and externally. Results-focused with a strong sense of ownership. Diplomatic and skilled in achieving results through influence and personal credibility.
- **Language Proficiency:** English and Hindi

### **How to apply**

To apply for a position, click on the application link [here](#).

You will be required to upload:

- **Your CV:** Please ensure that your CV provides relevant information about your professional and personal experience and details of your academic qualifications. CVs can be one to two pages in length.
- **A cover letter:** We highly encourage you to use your cover letter to showcase your specific interest in working for Peepul and demonstrate how your qualifications align with the role you are applying for. A tailored cover letter holds significant importance in Peepul's recruitment process as it enables us to comprehend your motivations for the position, your relevant skills, and the clarity of your writing.

For any further queries related to our hiring process and timelines, please contact us at [recruitment@peepulindia.org](mailto:recruitment@peepulindia.org).

