

Position: Manager- Brand Partnerships

Functional Area: Resources

Location: New Delhi

Experience: 8-10 years

Key Responsibilities

1. Devise, develop, maintain and implement a successful income generation strategy from the marketing budgets of corporate.
2. Create eye balls in Corporate, Government, and Institutions space.
3. Create funding opportunities through events and other such engagements.
4. Build new relationships with major corporate and brands, especially with marketing heads, brand heads for long term support.
5. Nurture and manage key supporter relationships in order to maximize their long-term contribution to the organization.
6. Account handling: ensuring major corporate donors are content with their contribution and are kept informed of progress and milestones.
7. Generating leads through extensive research and networking
8. Budgeting, planning and ensuring high ROI events, campaigns and partnerships
9. Donor/Corporate Donors: Nurturing & relationship management.

Skills, Qualification and Experience

1. Bachelor's degree (or equivalent) in marketing, business, or related field
2. Min 5 years of experience in marketing in the non-profit sector
3. Proven success in developing marketing plans and campaigns
4. Strong project management, multitasking, and decision-making skills
5. Metrics-driven marketing mind with an eye for creativity
6. Experience with marketing automation and CRM tools
7. Proficiency with online marketing and social media strategy
8. Proven success in digital and social media engagement, communications & networking platforms and tools.
9. Established contacts in the media
10. Strong understanding of fundraising and donor engagement strategies
11. Knowledge of the corporate partnership landscape in India is a plus

Competencies

- **Communication:** Clearly conveying information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain the message. Able to give and take during a conversation in a balanced way, listening as well as speaking at appropriate intervals.
- **Contributes to Team Performance:** Is an engaged and integral member of a group, recognizing the need for group collaboration, empathy, consensual decision-making and respect for others.
- **Continuous learning:** Actively identifying new areas for learning; regularly creating and taking advantage of learning opportunities; using newly gained knowledge and skill on the job and learning through their application.
- **Creative thinking:** Discovering new opportunities and solutions for problems by looking beyond

current practices and using innovative thinking.

- **Creates External Strategic Alliances:** Develops and uses collaborative relationships to facilitate the accomplishment of current practices and using innovative thinking.
- **Creates External Strategic Alliances:** Develops and uses collaborative relationships to facilitate the accomplishment of work goal

- f work goal

Creates Internal Partnerships: Works to achieve business goals by identifying and building strategic relationships between areas, teams, departments, units, and organizations.

- **Effective Presentations:** Effectively presents ideas (including nonverbal communication and use of visual aids) to individuals or groups when given time to prepare; delivers presentations that are adapted to the specific needs and characteristics of the audience.

How to apply-

Interested candidates are invited to submit their resume along with a cover letter detailing their relevant experience and motivation **to contact@pmspl.net.in**