



About Peepul

Peepul is an education-focused non-profit. Our work is aimed at transforming children's lives through quality education. Formerly known as Ark India, we have been in India since 2010, and have partnered with government and non-government agencies to execute high-impact education programmes, focused on raising the standard of education in government schools. We exist to show that with the right education, every child can succeed, regardless of their background.

We started supporting our first school in July 2015 in Lajpat Nagar III, Delhi, in partnership with the South Delhi Municipal Corporation (SDMC), which runs 581 primary schools. When we started, only 9 students were enrolled in KG and Grade 1. Through our interventions and focus on quality, we have been able to increase the enrolment over the last two years, and we currently serve over 450 students from the most disadvantaged communities. In addition to enrolment, there has been a significant improvement in retention, attendance, and learning outcomes.

The success of this school enabled us to start supporting two more schools in July 2017, in Amar Colony and Jeevan Nagar, thereby catering to nearly 800 students across our network. In addition to this, we are partnering with the SDMC to conduct an in-service teacher training programme. We will be working with 450 SDMC teachers to build their capacity. Our aim is to create systemic impact and develop a replicable and sustainable model and curriculum that can be used by the government to formulate strategies. We are working towards building a network of high-performing fee-free schools that serve children from the most disadvantaged backgrounds.

Website: <http://peepulindia.org/>

Job Description: Fundraising Manager

Reports To: CEO

Location: New Delhi, India

Start date: Immediate

Salary: Commensurate with experience

Key Responsibilities (include but not limited to)

- Work closely with the 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
- Create tools, systems and processes to manage the past/current/plausible donor base of the organization and create yearlong funder pipeline
- Maintain relationships with existing donors and respond to their requests regularly and keep updating them about Peepul's work
- Organize fundraising events for the organization (including digital campaigns)
- Collaborate with the operations and communications team to draft proposals, applications, reports, and updates for current and prospective supporter
- Create budgets for new projects with support from the Finance team and support the programme team in programme management
- Analyse and use data from the school information system to create high quality impact reports for supporting board level reviews, creating grant applications and for external communications
- Represent Peepul and be a visible part of a successful organisation at forums involving stakeholders such as other non-profits, foundation and government agencies



- Review and advise on communication materials including website, brochures, posters, infographics and other print and digital collateral material, as required.
- Represent Peepul's fundraising externally, and enjoy being a visible part of a successful organization
- Any other task mutually agreed on with CEO

Qualification and Qualities

- At least 5 years of fundraising/business development experience
- Post-graduate in a relevant field. Candidates with an MBA will be preferred, but not essential
- Fluent in English and Hindi

Experience and Skills

- Experience of working with a wide range of funders - including high net worth individuals, foundations and CSR roles will be considered as relevant background
- Good track record of maintaining key donor relationships as well as establishing new partnerships
- Proven experience of negotiating with senior stakeholders, both internally and externally
- Ability to craft compelling opportunities for a wide range of potential supporters
- Excellent written and oral communication skills
- Excellent report writing (Word and PowerPoint) and presentation skills

Personal Attributes

- Strong alignment with Peepul's mission of providing quality education and building stronger education ecosystems in India
- Results-focused with a strong sense of ownership
- Enjoys working under pressure: flexible, highly organized and able to prioritize work to meet deadlines
- Diplomatic and skilled in achieving results through influence and personal credibility
- Enthusiastic to do whatever it takes willing to take personal accountability for delivery of goals
- Self-motivated and a good team player
- Able to think creatively, with discerning and sensible judgement
- Openness to listen, learn and contribute beyond the confines of this role
- Hard working, detail orientated, tenacious and systematic
- Able to manage diverse groups of stakeholders

Recruitment Process

Application Process

To apply, please send a copy of your resume along with a covering letter explaining why you are interested in applying for the role, to indiarecruitment@arkonline.org, ensuring you specify the role you are applying for in the subject line of the e-mail. Please include the details of at least two referees within your application.

Selection

The selection process will involve written tests/assignment, demo pitching session and interviews with the senior management of the organization

Reference Check & Probation

As you will be working with children, this role will be subject to enhanced background checks. Additionally, all new staff will be subject to a probation period of three months, with the possibility of extension to one year based on performance.



More about Peepul

Who we are and how we work:

One principle unites us in all our endeavours: we put children first. We believe that all children should have choices in life. And we must fight to make this happen. Sometimes that means making difficult decisions – we'll have to say or do things that are hard for us and for other people. All our actions are driven by what is best for the children we work for.

We are:

- **Restless**
We are proud of our achievements but know that there is so much still to do. So, we never stop striving, and we are ready for new challenges. We will work on new projects, in new communities, wherever we think we can make a difference. We are never complacent.
- **Reflective**
We are self-critical. If we think we could have worked in a better or smarter way, we acknowledge that and learn from it.
- **Resilient**
We know that our task is not an easy one. But we are determined to transform children's lives, despite setbacks. When we encounter obstacles, we do not give up. We are tenacious and will see things through.

When we work, we:

- **Aim high**
We have the highest expectations. We ask everyone to give their best in everything they do. The children at our schools are expected to aim high, and the staff at ARK does the same. We don't accept excuses, and we don't make excuses.
- **Use rigorous research**
We use the latest research and data in all our work, and we scrutinise our results. Our approach is evidence-based, and we direct our resources to those projects that we are sure will make a difference.
- **Work smart**
We work hard to achieve our aims. But, more important, we work smart. We are systematic, seeking models that are already successful and finding ways of building on that success. We share our expertise – between teams, between schools, across the world. This way, we maximize our results.
- **Work as a team**
Tough challenges take grit and determination, and teamwork too. None of us can succeed on our own. We need to support and learn from each other, and we work best when we work as a team.

Together, we make the biggest difference.