

## **Job Description: Director, Consumer Marketing**

### **About Pratham**

Learning changes lives. Over the past 27 years Pratham has changed the lives of over 75 million children and young people in India and beyond. It is vital to us that we work with communities, parents and schools, equipping them with the tools they need to give their children the best possible start in life. From early years right through to adulthood.

### **What We Do**

- LITERACY AND LEARNING engages children ages 3-14 in order to improve their basic reading, writing, and math skills.
- VOCATIONAL TRAINING promotes economic self-sufficiency for young adults through training and job placement.
- GIRLS' EDUCATION PROGRAM assists female dropouts over the age of 14 in completing their secondary school education and earning their 10th Standard diploma.
- RESEARCH AND ADVOCACY EFFORTS measure and provide reliable data on children's learning.
- EDTECH SOLUTIONS empower students to use self-driven curricula to learn outside of the classroom.

### **Our Impact**

We reach millions of children and youth in India each year through operations in 23 cities, 21 states, and two union territories. Our programs have also inspired partnerships to expand the reach of our programs to 23 countries outside of India.

The past 12 months have been like no other. Facing up to the challenges of Covid-19 we have:

- Reached 500,000+ children directly with learning opportunities suited to their own level
- Served 20,000 communities
- Helped 200,000+ children catch up on lost learning due to school closures
- Given 4,000+ young women a "second chance" to earn their secondary school certificate
- Trained over 50,000 youth and placed 27,000 in jobs
- Equipped more than 700 partners with digital learning content through Pradigi Open School



## **Pratham USA**

Pratham USA (PUSA) is a 501(c)(3) non-profit with 14 chapters across the United States. We raise awareness and mobilize the financial resources that make our work possible.

### **Job Description**

This role is an exciting opportunity to inspire thousands more individuals to champion and fund Pratham's work in its donor markets (predominantly the USA) at a powerful inflection point in the organization's evolution. While Pratham is well-established as an organization providing learning opportunities at scale across India and increasingly, in countries in other parts of South Asia, in Africa and in Latin America. Our growth aspirations are significant – for the next five years and beyond. This will require a dedicated period of donor growth and diversification to deliver the positioning and funds needed to meet those goals; and, in this role, you will have the opportunity to help drive both.

You have the chance to make Pratham the charity of choice for donors at all levels. In this position, you will work hand in hand with our newly developing Marketing and Communications team, as well as our Philanthropy team to develop and drive fundraising and engagement campaigns (with both online and offline activations) that inspire and motivate action, including taking a lead on Pratham's nascent retail fundraising efforts.

The Director, Consumer Marketing will play a key role in developing solicitation strategies and storytelling across multiple channels, across major, mid-level and retail donors. Supported by a talented team of local development staff, marketing consultants and vendors, the Director will oversee the execution of complex fundraising and marketing campaigns with the goal of significantly increasing and diversifying Pratham's donor base. This will include (but not be limited to) digital fundraising, event promotion, direct mail, tele-fundraising and face to face campaigns.

### **Key Responsibilities**

#### **1. Marketing and Fundraising**

##### **Strategy:**

Develop marketing strategy to deliver audience-centric fundraising campaigns in support of the PUSA fundraising strategy, across all donor segments, but with a particular focus on individual donors (with a view to potentially extend to engage priority India audiences)

##### **Campaign development and planning:**

- Develop campaign routes to market to drive donors to take action on behalf of Pratham,



led by audience insights (derived from a deep understanding of Pratham's unique chapter model, data within our CRM and close connection with the programs in India and beyond); key moments; and drawing on story assets from the ground

- This will be done in collaboration with the Directors of Philanthropy (Individual, Corporate, Institutional) and other Directors of Marketing and Communications with the goal to grow retail level donor base.
- Work with Marketing and Communications Directors to develop the annual editorial calendar for planning

### **Activation planning and partnerships:**

Define marketplace activations to reach and engage target audiences, and build and cultivate partnerships to support activations (particularly focused on reach into defined donor segments) - working closely with PUSA Philanthropy Team staff and Pratham Chapter Boards

### **1:1 fundraising:**

Support the Philanthropy team with overall support for one-on-one donor cultivation, fundraising and stewardship. Support donor engagement even beyond campaigns specifically

### **Project management:**

Project manage the delivery of campaigns across channels, including online and offline

### **Research and insights:**

Maintain abreast of key trends in fundraising, digital marketing and giving demographics, to inform overall fundraising strategy and routes to market

### **Measurement and reporting:**

Oversee data and analytics of all campaigns to ensure insights are being developed and deployed into ongoing campaigns. Lead measurement and reporting across all campaign activity, ensuring ongoing audience insights drive campaign strategy

### **Story-gathering:**

Work in partnership with Director of Communications to source relevant stories from the India and International Programs teams to develop a live bank of stories from the field to inform and illustrate campaign activations across donor segments

### **Marketing asset development:**

Planning and development of core campaign assets (written, visual, other) to carry campaign activity, including briefing designers and other creative resources - to apply across all audience segments and channels, working hand in hand with communications colleagues in PUSA and India. This will be done in partnership with Communications Director(s).



**Event planning:**

Support the events team as required

**2. Management and Administration**

**Senior Management:**

Play an active role as a senior member of the team; join regular organizational Team Leads meetings; Ensure operations and resources are managed in accordance with policies and procedures, ensuring compliance with legal requirements and good practice in all aspects of the organization's work.

**Financial Management:**

Ensure the development of the annual budget and ensure effective monitoring and management of the budget in a cost-effective way; ensure good stewardship of our precious resources.

**Line management:**

Provide effective line management to staff and consultants as needed; ensure that team both shapes and reflects desired organizational culture.

**Boards of Directors:**

Lead meaningful approaches to receive wise counsel of highly-engaged national and chapter Board members and donors in support of the marketing strategy and implementation efforts; Partner with the CEO in regularly reporting to the Board of Directors on progress.

**Representation:**

Serve as an effective representative of Pratham as required both in private and public settings.

**Other duties that may be required by the CEO and board of directors.**

**Required Skills and Competencies:**

- Management-level experience of 10+ years
- Proven experience of B2C marketing (in-house and/or agency side), with a focus on planning and creative direction
- High degree of comfort with high-end and mass consumer audiences in the USA and India (UK, UAE and other market experience is a bonus)
- Ability to seek out and apply research and insights
- Up to date digital understanding and command of product marketing and/or



## **Pratham USA**

Every Child In School and Learning Well

fundraising events

- Demonstrable experience of mixed-channel activation planning (owned, earned and paid channel implementation)
- Ability to brief and develop written and visual marketing content, including defining story asset needs
- Partner identification, recruitment, activation and management (media outlets, influencers and beyond)
- High-level competency in marketing monitoring and measurement
- Strong team working orientation, with the ability and social skills to work collaboratively with staff at all levels and all parts of the organization; and externally
- Exceptional written and verbal communication skills
- Political sensitivity and ability to apply good judgment in decision making

### **Compensation**

The position is full-time with competitive compensation commensurate to experience and skillset. Additionally, Pratham USA offers a generous benefits and vacation package, including 401(K) and health benefits.

### **Location and Travel**

This is a remote/work from home role based in the USA. Occasional travel within the US, to India and possibly to the UK may be required.

### **How to Apply**

Email a cover letter describing your qualifications and relevant experience, a resume and salary requirements to [hire@prathamusa.org](mailto:hire@prathamusa.org).

*Pratham USA is an equal opportunity employer and encourages people from diverse backgrounds to apply for positions within our organization.*