

JOB DESCRIPTION

POSITION TITLE Associate Director – Marketing and Development (ADMD)



STATUS Salaried

ORGANIZATIONAL OVERVIEW: A PIONEER IN CONSERVATION LEADERSHIP

This is an exciting time at The Nature Conservancy (TNC) as we are shifting our strategy for greater impact in the world, seeking to address some of the most complex challenges facing people and nature — issues such as climate change, conserving lands, waters, and oceans at unprecedented scale, providing food and water sustainably and helping make cities more resilient and sustainable.

Our Mission

TNC's mission is to conserve the lands and waters on which all life depends. Rather than viewing development — including economic growth — and conservation as contradictory goals, TNC works to demonstrate how nature has value for people and development and how nature can provide enormous economic benefit. TNC envisions a future where people and nature can flourish together.

Our Vision

A world where the diversity of life thrives, and people act to conserve nature for its own sake and its ability to fulfil our needs and enrich our lives.

The Conservancy Team

We achieve this through the dedicated efforts of our 3,800 [diverse staff](#), including more than [600 scientists](#), all of whom support conservation in 76 countries and all 50 United States. We are striving to develop a workforce as diverse as the places where we work, and we have a deep commitment to diversity.

Organizational History

TNC is the largest conservation organisation in the world, working in all 50 states in the United States and more than 76 countries. It was incorporated as a non-profit organization in the District of Columbia on October 22, 1951. TNC is science-based and in every place, we work, we partner with governments, businesses, and local communities. TNC is advancing its mission by protecting and restoring rivers, landscapes and oceans for people and their development at an unprecedented scale; it is transforming the way humanity uses the Earth's natural resources to sustain ourselves.

About the Employer Organization

Nature Conservancy India Solutions Private Limited (NCIS) is a private limited company incorporated under the Companies Act 2013, having its registered office in India in New Delhi, India. It is a wholly owned Indian subsidiary of The Nature Conservancy. The company currently provides technical consultancy, monitoring & evaluation and other related services in the domain of conservation and environment to its various clients within and outside India.

YOUR POSITION WITH TNC

The Associate Director of Marketing and Development (ADMD) conceives, designs, and leads effective multi-year strategies and plans for the solicitation of potential support from corporates, foundations, institutions, and/or individual donors. This position will also be responsible for maintaining, supporting, and enhancing all current relationships while securing significant financial resources for the India Program and its conservation goals. ADMD will work in close collaboration with Development and fundraiser leads throughout the Conservancy and will be responsible for all forms of fundraising, like individual giving, pledges/planned to give, foundation relations, bilateral and multilateral funding and/or corporate giving program, etc.

The Associate Director of Marketing and Development will report to the Managing Director, India. Base location for this position is New Delhi with frequent travel to other parts of the country.

ESSENTIAL FUNCTIONS

The Associate Director of Marketing and Development will lead all revenue-generating fundraising and development activities for TNC India. ADMD will cultivate and maintain positive relationships with current and potential donors and serve as a liaison with management staff throughout the organization. Additional duties will include but are not limited to investigating and developing corporate giving opportunities, assisting with writing monthly newsletters, managing, and increasing individual giving, writing foundation grants, assisting with the organization's annual report, coordinating fundraising events, and working with individual Board members to create annual giving and service plans. ADMD will focus on long-range strategic priorities, advance the Conservancy's goals, and communicate a broad vision to others and will manage vendor relationships, as needed. ADMD will work with different teams to establish and track measures and lead indicators of progress and success and in addition will lead diverse activities, develop complex processes, project outcomes, and initiate solutions to improve effectiveness. ADMD will leverage constructive and effective relationships with a wide range of people, including senior management, donors, volunteers, public and private sector colleagues, and partners including financial/legal advisors.

RESPONSIBILITIES & SCOPE

- Accountable for fundraising goals of USD 15-20 million annually. Additionally with an emphasis within these goals of INR 7-10 crore a year from within India through a structured fundraising plan/program. This will be with support of the fundraising teams across TNC. The annual fundraising goal is expected to increase by 10 to 20% to meet the medium-term growth plans of the organisation.
- Design and lead collaborative, complex, and diversified projects, coordinating with other professionals with the local and global teams, managing budget, and always ensuring accountability.
- Actively direct or participate in negotiations for complex, high profile, or sensitive agreements.
- Maintains professional and friendly relationships with the donor community and periodically provide updates to them.
- Develop and administer budget and fundraising objectives, evaluate results, and develop corrective strategies as and when needed.
- Establishing clear directions, set "stretch" objectives, and overseeing the execution of day-to-day work.
- Develop an annual Fundraising Plan that addresses fundraising goals and strategies for India.
- Ensure that programmatic commitments, TNC policies and procedures, financial standards, and legal requirements are met and managed for ethical compliance.
- Lead strategic initiatives in collaboration with senior-level stakeholders to enhance overall performance in accordance with short and long-term objectives.
- Plan and lead new programs/initiatives that will ensure department and organization-wide goals are achieved.
- Work with the teams (both within India and global) to identify and negotiate donor relationships, across major donors, trusts and foundations, corporate, institutional funders.
- Compile and maintain a database of international and local donor organizations (international foundations, bilateral and multilateral agencies and private corporations offering donations).
- Regularly monitor donor websites and identify and inform donor opportunities matching the work of the organization.
- Undertake independent research in finding alternative resources of funding for long-term sustainability of the organization.

- In collaboration with the TNC’s Communications Team, manage online donation page of the website. Prepare strategy and take steps to increase online resource mobilization through this platform.
- Provide leadership and mentorship to the members of fundraising team in India.
- May need to travel frequently and on short notice, work long hours and to meet deadline may be required to work on weekends.

MINIMUM QUALIFICATIONS

- Bachelor’s degree and 7 to 8 related experiences.
- Experience asking for and closing major gifts.
- Experience building and maintaining long-term relationships with fundraising constituents such as major donors, foundations, and corporations.
- Experience in planning and delivering budgetary responsibilities.
- Experience managing and supervising a multidisciplinary team.
- Experience, coursework, or other training in principles, practices, and procedures of charitable giving, particularly in the areas of capital campaigns, major gifts and planned to give.
- Experience working in a large, complex, not-for-profit environment.

DESIRED QUALIFICATIONS

- Master level degree and 10-14 years’ experience in fundraising, including at least 8 years’ experience of heading Fundraising/Development Unit with a track record of successfully raising substantial funds in India (fundraising experience in a nonprofit environment is preferred)
- Able to articulate strategies for soliciting and cultivating gifts, sponsorships, experience of grant writing.
- Familiarity with Donor Perfect (or similar databases).
- Proven ability to speak and write in a concise and persuasive manner.
- Able to use various databases to run reports. A prior knowledge of BBCRM software would be an added advantage.
- Strategic fundraising experience at a senior level (ideally gained in an International Development Non-Governmental Organisation (NGO) with the ability to think ahead, set clear direction, formulate realistic strategic objectives, including identifying donor prospects and donor cultivation.
- Experience in conceiving, developing, and managing multiple projects and strategic goals.
- Proven strong development and fund-raising management skills.
- Multi-lingual skills and multi-cultural or cross-cultural experience appreciated.
- Advanced understanding of best practices in non-profit management.
- Effectively communicate via presentations, conversations, and documents.
- Experience with financial management of a large program.
- Experience managing a geographically dispersed team.
- Knowledge of advanced gift planning concepts.
- Proficiency in synthesizing materials from multiple sources into a coherent and accurate summary.
- Politically savvy.
- The ability to think strategically whilst maintaining an eye for detail.

ORGANIZATIONAL COMPETENCIES

Builds Relationships	Builds productive relationships by interacting with others in ways that enhance mutual trust and commitment.
Collaboration & Teamwork	Works collaboratively with stakeholders across levels, geographies, backgrounds, and cultures to improve decisions, strengthen commitment, and be more effective.
Communicates Authentically	Communicates proactively and in a timely manner to share information, persuade, and influence with the appropriate level of detail, tone, and opportunities for feedback.

Develops Others	Takes ownership to help develop others' skills, behaviours, and mindsets to help them maximize their workplace contributions.
Leverages Difference	Demonstrates commitment to harnessing the power of differences strategically; consistently sees, learns from, and takes strategic action related to difference; and demonstrates the self-awareness and behaviours to work across differences of identity and power respectfully and effectively with all stakeholder. Actively seeks to build and retain a diverse workforce and fosters an equitable inclusive workplace by drawing upon diverse perspectives.
Systems Leadership	Thinks and acts from a broad perspective with a long-term view and an understanding of 1) the dynamic nature of large-scale challenges and 2) the need for integrating five key practices: skilfully engaging appropriate people; providing a clear process for change; taking a holistic view of situations; focusing on a small number of strategic actions, while learning from and adapting them over time; and being aware of how one's own thinking or patterns of behaviour may be limiting change.

NCIS is an Equal Opportunity Employer

Our commitment to diversity includes the recognition that our conservation mission is best advanced by the leadership and contributions of people of all genders with diverse backgrounds, beliefs and cultures. Recruiting and mentoring staff to create an inclusive organization that reflects our global character is a priority and we encourage applicants from all cultures, races, colours, religions, sexes, national or regional origins, ages, disability status, sexual orientations, gender identities, military or veteran status or other status protected by law.

HOW TO APPLY:

Visit this link: <https://careers.nature.org/>

To apply to position number **52116**, submit resume (required) and cover letter separately using the upload buttons. **All applications must be submitted in the system prior to 11:59 p.m. IST on 27-September-2022**

Click "submit" to apply for the position or "save for later" to create a draft application for future submission. Once submitted, applications cannot be revised or edited. Failure to complete required fields may result in your application being disqualified from consideration.

If you experience technical issues, please refer to our [applicant user guide](#) or contact applyhelp@tnc.org.

The successful applicant must meet the requirements of Nature Conservancy India Solutions' background screening process.