

September 2021

## **SENIOR MANAGER- PR, EVENTS & DIRECT MARKETING ASPIRE IMPACT MISSION INITIATIVES PVT. LTD.**

Aspire Impact (or Aspire), a leading social enterprise in leadership skills and social impact ecosystem development, is seeking to hire a Senior Manager- PR, Events & Direct Marketing for Aspire Impact, to be ultimately based in Gurgaon, but currently working from home until the pandemic recedes.

### **Background**

Aspire was founded in 2007. As a social enterprise focused on Employability and Skills Development, Aspire pioneered Employability Education in India, training over 65,000 unemployed youth in Tier 2/3 cities for new economy jobs. It received many awards and recognitions, including the \$100,000 McNulty Prize from The Aspen Institute, India's Top50 Initiatives from Business Today, Young Turk from CNBC and Education Czar from HT-MINT.

### **About Aspire Impact**

Aspire Impact ([www.aspireimpact.in](http://www.aspireimpact.in)) is India's first Impact Rating & Certification initiative with a proprietary 4P (Product, People, Planet & Policy) Impact Assessment standards framework. A social enterprise, assessing corporations, banks, funds and non-profits, Aspire Impact, as leadership and ecosystem developer in social and environmental impact space, also fosters Impact Science for Executive Education & Training and supports scaled impact through Impact Start-Up Support for incubators & accelerators.

Aspire in its new avatar, will be a leadership skills and ecosystem development initiative for social and environmental impact with 3 Impact business divisions:

- a. Executive Education: Impact Specialist & Impact Investment executive education programs, in collaboration with ESGRIC, University of Chicago
- b. Impact Assessments: Proprietary 4P impact assessments and certifications for impact enterprises and big business alike
- c. Start-Up Support: Online training programs & global network to Indian impact accelerators & incubators, in collaboration with global leader, Impact Hub

Aspire currently has a small 16-member team, further supplemented by Interns. We are hiring 4 more team members to build a 20-member team.

### **Aspire Circle**

Aspire additionally founded Aspire Circle ([www.aspirecircle.org](http://www.aspirecircle.org)), a not-for-profit initiative, in 2007, to promote enlightened social leadership. It builds and scales three impact initiatives- Fellowships, Scholarships and Internships, to catalyse India's leadership capabilities in social and environmental impact. Aspire Circle has over 200 Fellows and has awarded 33 scholarships since inception in 2007. Since 2020, Aspire Circle is also home to the Impact Future Project, a thought-leadership platform which brings together over 200 business, investment and non-profit leaders to unlock private capital for public good.

## Senior Manager- PR, Events & Direct Marketing Role & Responsibilities

The Senior Manager must be mission-minded, self-starter and determined executive, who is a suave marketer. S/he will ideally be between 30-40 years of age, with -10 years' experience, and, be prepared for a startup journey. S/he may or may not have any prior Social Impact or Development sector experience. S/he will receive a market compensation, as per development sector norms.

The key responsibilities of the Senior Manager will include but not be limited to the following:

1. Evolve & Execute Marketing Strategy: Sharpen the Marketing strategy and focus of Aspire Impact products for market leadership with PR, Events & Direct Marketing; to supplement our current focus on Social Media Marketing
2. Manage, Grow & Leverage Mailing Lists for Direct Marketing: Ensure growth of our MailChimp lists through campaigns and social media
3. Support Lead Generation & Sales: Deliver sales leads through campaigns directly and through our network of IFP community Leaders, AAT Fellows, etc.
4. Regular Newsletters & Community Engagement: Create regular newsletters with content from our IFP community, RISE Scholars and Leadership Fellows
5. Internal Presentations: Structure, edit and improve internal presentations & documents
6. OpEds, White Papers & Press Materials: Help research and author OpEds, White Papers & Press Releases, etc. to build company positioning
7. External Relationships: Manage our external relationship with third-party conferences/summits, outreach & convening partners , network & industry organizations, etc.
8. Monthly Marketing Reports: Manage and execute detailed, meticulous reporting

## Qualifications

As a start-up in a new sector, the Senior Manager should be flexible and adaptable to emerging realities and trends- the above products may change a lot with the market developments. S/he must therefore possess the following qualifications:

- Post Graduate Degree in Business or Social Development
- Minimum of 10 years' experience
- Detail-orientation with ability to produce high-quality marketing documentation
- Strong English-level communication skills (written and verbal)
- Established track record of performance

Interested candidates must write to:

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