



Position	Program Leader/ Senior Program Leader
Department	Marketing & Recruitment
Date of Joining	Immediate
Compensation	As per the Organizational Band Norms
Location	Mumbai/ Delhi
Reports to	Program Director
Experience	2 - 5+ Years
Education	Masters/ Post Graduation in any discipline

About:

Piramal Foundation

Driven by Purpose, [Piramal Foundation](#) aims to reach out to the most underserved sections of the Nation to create sustainable impact through innovation solutions. Under [Aspirational District Collaborative](#), Piramal Foundation in partnership with NITI Aayog has been working in 112 Districts across 26 states with a focus on Education, Health, Water for improving the Life Chances in the most underprivileged districts of India.

About the Role:

Gandhi Fellowship Marketing and Recruitment Team has grown into a very specialized team that identifies and recruits prospective students, working professionals and young minds having a clear agenda to bring about positive and constructive change in our country. The team recruits passionate, inventive and determined youth from the top educational and corporate institutions in the country, who are ready to commence a journey of 2 years which includes rigorous training in the education field, while realizing what could be their 10-year plan of impacting a million lives.

Role & Responsibilities:

Are you an individual who is eager to inspire youngsters of India to become future change leaders of the country?

The position requires the PL to create ecosystem for identifying development needs, creating contextualised learning content and delivering these systems to middle managers. The PL will report to the Program Manager.

- Build strong relationships with A, A+ colleges in the region to build the ecosystem by establishing strong relationship with various levels of stakeholders starting from Deans, Directors, Principals, Registrars, Professors.
- Is able to achieve the yearly targets
- Conducting placement talks, webinars presentations and other direct marketing activities as and when required by the team.
- Liaison and build relations with non- academic institutions like volunteering bodies, NGOs, social groups youth forums to build prospective applicants to the fellowship.
- Conceptualise and execute National/State/College/corporate level events to facilitate youth engagement.
- Collaborate with Branding & Marketing Team to ensure smooth execution of Final Interview Processes & Campus Recruitments
- Conceptualise and execute creative & innovative techniques for youth engagement in various spaces (like colleges, volunteering agencies and organisation, corporate bodies and events) where prospect fellows can be introduced to the fellowship.
- Onboarding and retention of selected candidates.

Required Attributes:

- Proficiency in English is a must
- Highly self-motivated and has the ability to push yourself
- Quick learner and flexibility to adapt to new requirements
- Ability to motivate aspirants and empathise help them take a conscious decision to choose a career in social sector
- One who has a strong understanding of NSS, NCC in colleges will be given preference
- Excellent presentation skills, organise events or programs for future aspirants



Experience:

- Min 2yrs of experience in Marketing and Sales Experience in Development/ Education/Youth Engagement will be an added advantage

Education:

- Masters degree in any discipline.
- Bachelor's degree holders with relevant experience will be considered.

Application Process:

Please send us your Curriculum Vitae the following to qasim@gandhifellowship.org with the subject "Application for Program Leader/ [Senior Program Leader - Marketing & Recruitment]" by 30th Sep 2024.