

**Job Title:** Senior Manager (Business Intelligence), Development and Fundraising Team

**Reports to:** Senior Director, Development and Fundraising Team

**Location:** Okhla, New Delhi

**Experience (in years):** 7 and above

**Nature of work:** Full - Time

### **About Ashoka University:**

Ashoka University -India's premier interdisciplinary teaching and research university. An institution that has become a beacon of academic excellence in less than 10 years since its inception. At Ashoka, we encourage you to embrace the new, push the boundaries for continuous learning, and adapt to a world of constant change Because we believe that each Ashokan is capable of becoming a thought leader.

As part of our thriving and committed workforce, you will:

**Be Mission-Driven:** Champion interdisciplinary learning, innovative pedagogy, and academic rigor to transform Indian higher education.

**Think Strategically:** Collaborate with visionary minds to shape the future of higher education through strategic planning and a forward-thinking approach.

**Act Authentically:** Embrace authenticity and integrity, fostering an inclusive and supportive environment where every voice is valued.

**Take Accountability:** Own your work and drive positive change, as an empowering individual seeking to make a meaningful contribution.

**Build Collaboration:** Experience the power of teamwork and diverse perspectives, working collectively towards our shared goals.

**Deliver Excellence:** Strive for excellence in all aspects, upholding the highest standards of academic excellence, student support, and professional development opportunities.

At Ashoka University, we are on a mission to redefine higher education and create a remarkable space where innovation and collaboration thrive. As a **pioneering force in interdisciplinary learning**, we **continually grow and adapt** to stay at the forefront of educational excellence with emphasis on inclusivity and equal opportunity. Our philosophy revolves around **care, well-being, and connection**, which are deeply embedded in everything we do.

When you join our community, you become part of an extraordinary journey in which you can unleash your potential and make a meaningful impact. Where education empowers, where innovation thrives, and where excellence and humility coexist. We truly believe the world will enrich itself when there is progress with purpose.

### **Job Summary:**

The ideal candidate will lead the lead generation for the Development and Fundraising Team. The primary responsibility of this role is to leverage data-driven insights to identify and generate leads from ultra-high-net-worth individuals (UHNWIs). This involves researching their capacity to give, analysing changes in their businesses, wealth creation, and other relevant metrics to support the university's fundraising efforts.

### **Role and Responsibilities:**

#### **Lead Generation and Prospect Research:**

- Develop and implement strategies to identify potential prospects from among UHNIs.
- Conduct comprehensive research on UHNIs, including their wealth creation, business ventures, philanthropic interests, and capacity to give.
- Utilize various data sources and tools to gather and analyse information on prospects with respect to their net worth, liquidity, business outlook, philanthropic interests and other interest areas, networks they belong to etc.

**Data Analysis and Business Intelligence:**

- Analyse trends and patterns in UHNI wealth and business activities to predict liquidity and philanthropic behaviour.
- Develop predictive models and scoring systems to prioritize leads based on their potential for giving.
- Create and maintain dashboards and reports to visualize data and track key performance indicators.

**Collaboration and Communication:**

- Work closely with the fundraising and development teams to align lead generation efforts with fundraising goals.
- Present research findings and insights to senior leadership and other stakeholders.

**Strategy and Planning:**

- Develop and execute a comprehensive BI strategy to enhance lead generation and fundraising efforts.
- Stay informed about industry trends and best practices in BI and fundraising.
- Continuously evaluate and improve BI processes and methodologies.

**Qualifications:**

**Education:** Bachelor's degree in Business, Data Science, Economics, Finance, or a related field. A Master's degree is preferred.

**Experience:**

- Minimum of 5-7 years of experience in business intelligence, data analysis, or related fields, with consulting firms, financial institutions etc.
- Proven track record of successfully leading BI initiatives.

**Technical Skills:**

- Proficiency in data analysis and visualization
- Experience with CRM systems and fundraising databases (e.g., Salesforce).

**Soft Skills:**

- Excellent analytical and problem-solving skills.
- Strong communication and presentation skills.
- Ability to work collaboratively with cross-functional teams.
- Detail-oriented with strong organizational skills.

**Application Submission Process:**

We invite you to embark on this journey by submitting your application to Ashoka University's Development and Fundraising Team. To ensure your candidacy receives the attention it deserves, kindly follow the application submission process outlined below:

**Prepare an Updated CV:** Showcase your professional accomplishments, skills, and experiences in an updated curriculum vitae.

**Submit Your Application:** <https://forms.gle/3a3gdL5qtNgg75r76>

**Include Essential Details:** Along with your CV, kindly provide the following information:

- Last compensation received: We value your expertise and acknowledge the importance of fair compensation.
- Expected salary: Share your aspirations for growth and remuneration.
- Notice period: Inform us of the time required to transition from your current role, if applicable.

**Adherence to Deadlines:** To ensure fairness and efficiency, please submit your application by **3<sup>rd</sup> September, 24 (Tuesday)**. Applications received after the deadline will not be considered.