

**Position Title:** Development Associate  
**Status:** Full-Time  
**Location:** New York City

**Organization: American India Foundation**

Mission: The American India Foundation is committed to catalyzing social and economic change in India, and building a lasting bridge between the United States and India through high-impact interventions in education, livelihoods, public health and leadership development. Working closely with local communities, AIF partners with NGOs to develop and test innovative solutions and with Governments to create and scale sustainable impact. Founded in 2001 at the initiative of President Bill Clinton following a suggestion from Indian Prime Minister Vajpayee, AIF has impacted the lives of 4.6 million of India's poor. Learn more at [www.AIF.org](http://www.AIF.org)

**Job Summary:**

The Development Associate supports the development and communication functions across a wide-range of activities, with a key focus on assisting in the cultivation, solicitation, and stewardship of current and new donors/prospects. The position will be responsible for planning, coordinating, and executing development and fundraising endeavors as required to increase income from individuals and institutions. This position plays a key role in the digital marketing function to advance American India Foundation's mission and brand.

**Reporting and Relationships:**

The Development Associate will report to the Deputy Director-Development of the organization.

**Essential Job Functions**

**Development - Contribute to the Identification, Research, Cultivation and Solicitation of prospects and donors (50%):**

- Oversee the administration of grant reports including design, maintenance and oversight of workflow processes and procedures to ensure accurate and efficient collection and reporting of grants data.
- Coordinate with program teams to ensure grant compliance and that data and impact reporting is in line with industry best practices.
- Monitor and vet procurement alerts and requests for proposals.
- Manage proposal creation and review processes and ensure quality standardization.
- Create and manage systems to track donor relationships and communication.
- Draft donor and stakeholder correspondence.
- Generate research and alignment analysis for companies, foundations and individuals.
- Measure company-wide progress against fundraising targets through the management of the Development Dashboard.
- Track annual fundraising projections for the New York chapter.
- Manage semi-monthly meetings to set and discuss fundraising strategy.
- Assist with the planning and cultivation for the New York and other chapter galas.
- Assist in the coordination of cultivation events.

- Report and file donor and prospect correspondence and activities in Raiser's Edge.
- Complete other duties as assigned by Deputy Director- Development.

**Marketing and Communications (50%):**

- Manage AIF's digital marketing calendar.
- Generate and send e-newsletters and marketing e-blasts.
- Manage e-newsletter contact lists, ensuring they are well-organized and up-to-date.
- Generate and send quarterly mailed appeals and newsletters.
- Write and manage content for AIF's Annual Report.
- Create a monthly social media calendar and schedule posts for all social media platforms using Hootsuite.
- Post ad hoc social media items and provide oversight on all channels.
- Coordinate with event stakeholders to ensure social media is utilized effectively at all events.
- Manage and oversee Facebook groups and chapter pages.
- Manage the AIF website.
- Coordinate with volunteer bloggers to generate, edit and publish content regularly on AIF's blog.
- Generate strategic communication materials and presentations as needed.
- Write copy for and coordinate the creation of marketing materials.
- Write press releases for all major events and manage press relationships.

**Key Skills, Competencies and Desired Qualifications**

- Demonstrated commitment to eradication of poverty in India and alignment with AIF's mission
- A zeal to learn more about fundraising and development
- Superior verbal and written communications skills
- Knowledge of nonprofit marketing best practices
- Ability to multi-task and manage projects
- Demonstrated flexibility and adaptability while working in a dynamic environment
- Good research skills
- Proficiency in WordPress is preferred, not required
- Prior professional experience in social media is preferred
- Experience using donor database Raisers Edge and Wealth Engine is preferred
- Bachelor's Degree
- 2-3 years in non-profit, development or other related fields
- Donor database experience
- Comfort using Microsoft Office suite of products

The policy of AIF is to afford equal employment opportunity for all employees, without discrimination on the basis of race, color, religion, sex, national origin, age, disability, marital status, sexual orientation, or any other characteristic protected by federal, state, or local law.

**Salary and Benefits:** American India Foundation offers a competitive salary and excellent benefits. The individual will have opportunities to learn all aspects of a non-profit organization.

**HOW TO APPLY**

Applicants **MUST** be eligible to legally work in the United States of America.

Please send your resume and cover letter to: [ny@aif.org](mailto:ny@aif.org)

Due to the potential volume of responses, only candidates selected for an interview will be contacted.