

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

### **Organizational Overview**

The American India Foundation (AIF) 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, with a particular emphasis on empowering girls and women to achieve gender equity. 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, AIF has impacted the lives of more than 3 million of India's poor and aims to reach 5 million by 2018. Learn more at [www.AIF.org](http://www.AIF.org).

### **Job Summary:**

The Development Associate supports the development function across a wide-range of development activities, with a key focus on the cultivation, solicitation, and stewardship of current and new donors/prospects. The position will be assisting in planning, coordinating, and executing all development and fundraising endeavors to increase income from individuals and institutions. S/He will be assisting the Deputy Director-Development to manage a portfolio of at least 75 major gifts prospects. This position also 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 for Development related responsibilities given below. The Marketing and Communication responsibilities will be overseen by the Senior Director of Communication and Annual Giving Manager.

### **Essential Job Functions:**

#### **DEVELOPMENT (65%)-**

- Work with the Deputy Director- Development to identify, research, cultivate and solicit major gift prospects and donors (individual and institutional) through moves management
- Write donor/prospect proposals, presentations and reports
- Track and report donor prospecting activities
- Assist with donor cultivation and recognition events
- Maintain accurate and complete records on donors in Raiser's Edge to support ongoing activity and future fundraising—including plans, tracking, and reporting
- Assist the Development Team in the planning, execution, and correspondence for various fundraising events
- Help AIF development team, board and program staff with fundraising efforts as required

- Undertake networking activities in order to keep up-to-date with advances in fundraising best practices
- Other duties as assigned by Deputy Director- Development

### **MARKETING & COMMUNICATIONS (35%)-**

- Serve as the primary social media publisher in-house, developing and maintaining a consistent voice that reinforces positive brand attributes aligned with AIF's mission and vision
- Manage print production processes from start to finish, serving as liaison with vendors
- Manage AIF's website, ensuring real-time, accurate updates in WordPress
- Track and report on marketing analytics (Google Analytics, social media)
- Support the execution of social, digital, and annual giving campaigns
- Other duties as assigned by Senior Director of Marketing Communications

### **Required Knowledge, Skills, and Experience**

- 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
- Demonstrated flexibility and adaptability while working in a dynamic environment
- Good research skills
- Ability to multi-task and manage projects
- 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

### **Salary and Benefits**

American India Foundation offers a competitive salary and excellent benefits.

Please note that 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.

### **How to Apply:**

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

Please submit the following to [jobs@aif.org](mailto:jobs@aif.org) with

1. A cover letter outlining your interest in the position
2. Current resume

In the subject line, please put: Development Associate (NYC) application.

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