

Job Description: Business Development Executive

Job Title: Business Development Executive

Department: Project

Reporting To: Project Head

Location: Dadar, Mumbai Maharashtra

Experience: 1 To 3 year

Gender: Female

Age: 25 to 30 yrs

Salary: 25k to 35k

Experience: 1–3 years

To Join By: Immediate / Within 15 days

Key Responsibilities

- Identify 20–25 CSR prospects per month including companies, trusts, and foundations
- Build and maintain an updated CSR donor & partner database
- Conduct outreach through calls, emails, LinkedIn, and networking platforms
- Generate and qualify leads for the fundraising and partnership team
- Schedule meetings and follow-ups for the Fundraising Lead
- Track all leads, conversations, and progress in CRM/Excel sheets
- Research companies' CSR focus areas, funding patterns, and eligibility criteria
- Prepare outreach messages, proposals, and introductory presentations
- Coordinate with internal teams for proposal submissions and documentation
- Maintain regular follow-up with potential CSR partners and stakeholders
- Support in developing long-term corporate partnerships and collaborations
- Identify new fundraising opportunities, CSR trends, and grant openings
- Ensure timely reporting and status updates on outreach activities
- Maintain professional communication and relationship management with donors
- Assist in achieving monthly fundraising and partnership targets
- Support during CSR meetings, events, presentations, and partnership discussions
- Create and maintain records of proposals submitted, responses received, and conversions
- Collaborate with social media and branding teams for CSR engagement visibility

Qualifications

- Bachelor's degree in Business/Marketing or related field
- 1–3 years experience
- Strong communication skills (English mandatory; Marathi/Hindi preferred)
- Basic knowledge of CSR and corporate partnerships
- Proficient in MS Office, Word, Powerpoint, Canva
- Good research, presentation, and relationship-building skills
- Self-motivated and professional attitude

1. CSR Donor Research & Pipeline Development

KRA: Identify and map potential CSR donors through online portals, CSR databases, company websites, and LinkedIn

KPIs:

- Minimum **30–40 new CSR prospects mapped per month**
 - Creation of a sector-wise **donor database (education, health, environment, etc.)**
 - Number of **decision-makers identified (CSR Head, Sustainability Lead, HR Head)**
 - % of qualified leads added to pipeline
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2. Lead Generation & Outreach

KRA: Generate leads and initiate communication with potential CSR partners

KPIs:

- **15–20 outreach emails per day/50+ calls per day**
 - **Response rate (%)**
 - **Meetings scheduled with CSR representatives**
 - Number of **proposal discussions initiated**
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3. Sales Pipeline Management (CSR Partnerships)

KRA: Build and track CSR partnership funnel from lead to closure

KPIs:

- **Lead-to-meeting conversion rate**
 - **Meeting-to-proposal conversion rate**
 - **Proposal-to-closure conversion rate**
 - **Active opportunities in pipeline (monthly)**
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4. CSR Partnership Conversion

KRA: Convert leads into funded CSR collaborations

KPIs:

- **Number of CSR partnerships closed (Quarterly)**
 - **Total CSR funding secured**
 - **Average deal size**
 - **Time taken from lead to closure**
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5. Relationship Building & Account Management

KRA: Develop long-term CSR donor relationships

KPIs:

- **Repeat partnerships secured**
 - **Donor retention rate**
 - **Number of follow-up meetings conducted**
 - **Cross-selling additional projects to existing donors**
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6. Market Intelligence & Opportunity Identification

KRA: Track CSR trends, budgets, and funding cycles

KPIs:

- **CSR budget insights mapped (per quarter)**
 - **New sectors identified for funding**
 - **Competitor/peer NGO mapping**
 - **High-value prospects shortlisted**
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7. Reporting & Revenue Target Achievement

KRA: Achieve CSR sales targets and maintain reporting

KPIs:

- **Quarterly CSR revenue target achievement (%)**
- **Monthly pipeline value**
- **Forecast accuracy**
- **Conversion ratio improvement**

Please share your resume at: contact@pmspl.net.in
