



## Atma Board Roles and Profiles

### Required Roles and Qualities of All Board Members:

- Has exposure to the education space in other parts of India proven by being well networked, either directly or through her current organisation and being able to access these resources for Atma and its partners
- Knows how to engage with mainstream education resources already available and being able to negotiate access to these on behalf of Atma – for e.g being able to suggest what educational schemes will be relevant to Atma and its partners, how to access the same, enable mainstreaming of the work that Atma does when required.

### Expected Tasks

- Engage closely with the Atma team to track (mission related) outcomes for partners from the inputs being given.
- Strengthen the internal capacity of Atma in the realm of the education space , from a macro perspective
- Represent Atma within the sector as a key player that is trying to enhance the quality and effectiveness of NGOs working in education.



## **1. Main profile – Senior Social Enterprise Experienced funder**

### **Time commitment required**

- 8 – 10 hours a month to include availability for physical meetings, phonecalls and email interactions

### **Location**

- Mumbai

### **Skills/competency/experience (has been listed on a priority basis)**

- The person must have been in the social sector for at least 3 years as a funder/ investor/business development/fundraiser
- Understands non-profit funding landscape and has good access to a network of funders
- Has a very strong understanding of non-profits/ social investment proposal writing and strong negotiation skills to move decisions ahead

### **Expected Tasks**

- Make introductions to funders
- Help Atma to creatively write sophisticated proposals

### **Important things for the person to know:**

- Atma's mission is focused on enhancing the effectiveness of NGOs that work in education. Its very unlikely that Atma will move to other sectors and therefore to maintain this as the context is very essential.
- Atma does not engage in any advocacy activities. It has a strong capacity focus building focus and this will continue to determine any activities that Atma will engage in.
- Atma will not directly implement any education programmes itself. It will grow only to include more organisations that it can help, in the education space.
- Atma will treat all its partners equally and will not favour one over the other.

### **Suggestions of potential members**

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## **2. Main profile –Marketing and branding expert**

### **Time commitment required**

- 8-10 hours per month in the first few months to then wean off to 6-8 hours at the very minimum

### **Location**

- Mumbai

### **Skills/competency/experience (has been listed on a priority basis)**

- Ideally an entrepreneur himself or someone that has evidently scaled the business substantially since joining the company in the marketing or sales function of that company.
- Person who heads/owns a PR/ marketing/advertising firm
- Person who has the ability to 'think out of the box' in the realm of branding and positioning.
- Strong communication skills
- Willing to use/share personal and professional networks to help build the visibility of Atma
- Keen interest in the social sector

### **Expected Tasks**

- Mentor the Atma team and work closely with them to the Atma image
- Helps create a communication strategy and plan and helps implement the same- for instance- helps decide how often we should be in the media, introduces us to people in print/TV/ other media- helps to set and achieve targets in this area- for e.g at least 2 articles in x type of newspapers every month on giving/GI, one interview a month with a philanthropist etc.
- Is available to come with us for meetings, play the ambassadorial role while speaking with media or celebrities- therefore not just someone who might give us a number or do an email introduction.

### **Important things for the person to know:**

- All the branding and communication needs to be "result focused". Goals like brand recall and reputation are seen as only intermediary milestones. Our inclination therefore is to invest in branding efforts that create immediate traction for Atma within the NGO sector as well as outside of the same



### **3. Main profile –Senior Consultant**

#### **Time commitment required**

- 8-10 hours per month in the first few months to then wean off to 6-8 hours at the very minimum

#### **Location**

- Mumbai

#### **Skills/competency/experience (has been listed on a priority basis)**

- Has experience in assisting companies to grow and scale
- Has experience in managing people well and onboarding /training young team members
- Has experience with creating and managing organisational knowledge capture.
- Can loan knowledge of best practices in consulting firms to Atma
- Enjoys a high degree of credibility and is willing to let Atma use this to its advantage
- Keen interest in the social sector

#### **Expected Tasks**

- Mentor the Atma team and overview strategy and internal trainings/systems development
- Be available for input in specific problem areas
- Able to mobilize resources to assist Atma partners

#### **Important things for the person to know:**

- Atma's relationships with partners are sacred, and we are patient in our approach to consulting. We don't plan to move to a project based approach.