



Giving for Higher Education. Made better.

## Job Role – Growth Manager

Mumbai, Delhi or Bangalore preferred, Equal Opportunity Position, English fluency required

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### About Impactis

Impactis is on a mission to ensure that all students, everywhere, have access to inspiration, guidance and funding, and accidents of circumstance do not stop them from pursuing higher studies.

Our goal is to fulfill this mission by making scholarships easy, effective and delightful for scholarship givers everywhere.

We value excellence in what one does, especially by demonstrating it in creating magical moments for users and backing it with a spirit of fearlessness, urgency, empathy and integrity.

### Role Description

As part of ensuring that scholarships are created and managed to deliver **exceptional value** and **delightful experiences** to scholarship givers, the Growth & Partnerships Manager will explore and tap into customer segments comprised of CSRs, foundations, High Net-worth Individuals and similar networks, understand needs, prioritize and drive relevance within these segments.

In addition to the objective of taking Impactis to new customers, the Growth & Partnerships Manager will also manage the underlying revenue quality by developing a thoughtful approach to partnerships, pricing models etc. and develop sustainable and scalable revenue lines. Success will be measured against revenue and funds raise goals as well as category wise breakdown of funds raised.

#### Key Activities:

1. Works with the CEO to identify high potential segments and value strategies
2. Develops sales narratives, generates leads to raise funds
3. Works very closely with the internal Impactis teams to translate customer needs into the product and delivery roadmap

#### About You:

1. Relevant experience of 5 – 10 years to undertake above activities
2. You are an achiever, with an academic record or other accomplishments and life experiences that demonstrate your determination, consistency and intelligence
3. You have a strong reason to work with Impactis and can present how you will enable Impactis to raise the bar



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## Interview Panel Assignment

### What the candidate is provided:

**Case Summary:** Prerna is a well-educated, successful and affluent professional who has created a family office with plans to invest in scholarships. She is focusing on students with high potential in STEM disciplines and has a preference to focus on students from disturbed backgrounds or with extra-ordinary potential. However, she is not sure how she should build this scholarship and how she might locate these students. In addition, she has been left unimpressed by the lack of control and measurable outcomes on the spending that some of her friends have already done before her and wonders if there are better examples that can help her develop something better.

Her main requirement at this time is not to create a scholarship but to address her concerns, learn about the key factors that she should consider before creating a scholarship and what factors should she look for in a provider who can help her develop this scholarship.

She happens to learn about Impactis, personally reaches out to them and lays out the above needs. You represent Impactis and are responsible for this conversation with Prerna.

### Assumptions:

This person is adequately funded, has an affluent and well-connected network and is focused on higher education. You should also assume she already has a cost estimate in mind and will require you to educate her about market pricing to validate her number. Consider all other information to be unavailable and evolve your approach accordingly.

### Candidate's Assignment:

Present the following:

1. Assume you are now in the meeting with Prerna. Make a 10 minute presentation to her for this discussion
2. Debrief the panel on your presentation. Articulate your understanding of this potential customer's needs and why you undertook your chosen approach for the presentation?
3. What in your view were the most important questions to address in order to progress towards a sale? Why?
4. What approach did you take to discover more about the customer needs and how did you tackle them in your presentation?
5. Assume Prerna goes ahead and signs up. As her primary account lead, what will be your main engagement objectives and how will you achieve them? In particular, what will you do to deliver a truly delightful engagement with Impactis with such a demanding and aware customer?

### Presentation Time and Logistics:

45 minutes for your presentation and 30 minutes for discussion and questions. Accordingly, we shall budget 75 minutes in all.

The meeting will be done over video conferencing with a requirement for you to display your presentation and talk through it to the panel

### About the Interview Panel:

Three veterans representing potential customers, those with existing sales experience in the sector and/ or corporate sales experience will join two Impactis team members on this panel.