



JOB DESCRIPTION

Title of Job: Business Development Manager

Job Location: Pune, India

About us:

Craftizen is a not-for-profit company founded in 2014 with a vision to preserve and evolve Indian craft skills so that they remain an integral part of our cultural fabric. We focus on craft-based skill and design training, coupled with market-driven capacity building to enable sustainable livelihoods for the following marginalised communities:

1. Adults with intellectual disability
2. Underprivileged women
3. Traditional artisans

We implement the livelihood programs with support from CSR donors, and in partnership with NGO partners. We are currently supporting **101 vocational training / livelihood centres across 9 states**.

Our goal is to provide dignified income earning and employment opportunities to communities with no other sources / limited avenues for sustained income generation.

Under our flagship livelihood program, the Green Skilling Program we focus on eco-friendly craft skills such as recycling of Temple flowers and paper discards to create a range of unique products. These skills were selected since they suited the ability of our artisans who are adults with intellectual disability.

We created “Petalists” as a brand to market the unique products created through the green skilling initiative including Holi Colours, Festive gifting especially for Diwali, Trophies, Medals and Corporate gifts.

Roles & Responsibilities

1. Sales & Business Development

- Identify and pursue new business opportunities to achieve sales targets.
- Build and maintain strong relationships with clients, partners, and stakeholders.
- Develop and execute sales strategies to enhance revenue growth.
- Conduct market research to identify trends and customer needs.
- Prepare and deliver compelling sales presentations and proposals.
- Negotiate contracts, pricing, and terms with potential clients.
- Track sales performance and report key metrics to management.

2. Participation in Events & Stalls

- Represent the company at trade fairs, exhibitions, and industry events.
- Plan and set up stalls, ensuring branding and marketing materials are effectively displayed.
- Engage with potential customers, partners, and industry professionals during events.
- Generate leads and follow up post-event to convert prospects into clients.
- Collaborate with the marketing team to maximize event impact and outreach.
- Gather feedback from events to improve future participation and sales strategies.

Requirements and Skills:

Qualification and Experience

- Bachelors / Master degree in Marketing with minimum 5 years of experience
- Prior experience working for a sustainable brand / craft-based entity / social enterprise
- Prior experience working in a start-up environment / managing young and dynamic teams
- Preferable to have prior experience in social enterprise / handicrafts sector
- Prior experience of analytics tools (e.g., Google Analytics, WebTrends)
- Strong networking and relationship building skills
- Strong analytical skills and data-driven thinking
- Willingness to travel for events and client meetings
- Able to work independently and in a team oriented environment
- Excellent communication, negotiation and presentation skills

Travel : Role requires local travel within your respective location and outstation on a need basis

Application Process: Please email your CV and a letter of interest to **careers@craftizen.org**

Only shortlisted candidates who fulfill the above criteria shall be contacted.