



About Organization

Vijayavahini Charitable Foundation(VCF) is a not-for-profit organization, supported by Tata Trusts, which focuses on a wide range of themes including agriculture, livelihood promotion, sanitation, nutrition, education, skill development and crafts among others.

Position Summary

We are looking for a Business Development Manager to develop and execute strategies for promoting handcrafted products. The role involves branding, digital marketing, artisan engagement, and requiring a deep understanding of artisanal markets and a knack for storytelling to connect with audiences authentically.

Project Summary

Antaran is a craft-based livelihood program initiated by Tata Trusts, dedicated to preserving and promoting traditional crafts in India. Beyond facilitating design and market intervention, Antaran's work encompasses technical expertise, innovation, quality enhancement, enterprise development, market expansion, and the preservation of traditional craft ecosystems, with a strong emphasis on sustainability. Antaran has nurtured over 300 artisan entrepreneurs from six lesser exposed handloom clusters (namely Nalbari, Kamrup, Maniabandha, Gopalpur, Nagaland, and Venkatagiri), of India across Assam, Nagaland, Odisha and Andhra.

Role Details

1	Role	Marketing Manager
2	Location	Delhi
3	Association	Consultant Contract

Brief Job Description

1	To identify Fashion brands/Crafts Brands/Ethnic brands/Corporates working with crafts or have the possibility of working in woven craft.
1	To create and explore market linkages in assistance with the Marketing team with potential buyers in India and abroad
2	To make business plan for each clusters, develop and implement comprehensive marketing strategies to promote handcrafted products. Utilize AI tools and digital platforms to enhance market reach and engagement. Analyze market trends and consumer behavior to inform marketing strategies.
3	To scout for vendors/graphic designers/ Developers and work with them, Creating Swatch book & Sampling.
4	To develop pitch kits for media/influencers and Potential buyers
5	To assist in action research, documentation and data collection in systematic way and to provide inputs for analysis and course correction to the design team
6	To assist the weaver brands and pre-post loom service providers in obtaining required legal compliances like registration, GST, Import-Export code etc.
7	Leverage AI and other digital tools to connect grassroots entrepreneurs with broader markets. Implement data-driven marketing techniques to optimize campaign performance. Stay updated with the latest marketing technologies and trends.

Knowledge
Thorough knowledge of business management and marketing
Subject expertise in micro-enterprise development/rural livelihoods
Skills/ Competencies
Self Confidence & Stress Management
Ability to teach and mentor semi-literate men and women
Effective written and spoken communication
Professional expertise with field experience
Rapport building with community
Results Orientation
Analytical Thinking
Adaptability to Change
Team management and ability to work with diverse people
Entrepreneurial Orientation
Change Management
Diagnostic Information Gathering
Learning orientation
Passion for social sector and specific theme
Experience
minimum 5 years in the domain of rural livelihoods/micro-enterprise development/handloom sector/Fashion Industry/Crafts
Qualifications
Graduate with relevant Experience /Post Graduate degree in Management or any other reputed institution/ Post Graduate in Business/Rural Management from reputed university/institution

Stake holders	
Relationship (Within Organization)	Lead Craft, Regional Manager, Thematic Heads.
Relationship (Outside Organization)	Associate Organisations, Govt. Departments, Communities, Field Vendors

Selection Process
1st round of Interview (Online), followed by Written Test/Assignment
2nd Round of Interview (Online)
3rd Round of Interview (On Site)

Interested candidates need to fill required details and attach their CV with a cover letter to career@vijayavahini.org, parwez@vijayavahini.org



VIJAYAVAHINI CHARITABLE FOUNDATION

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