About Catalystia

Catalystia is on a mission to empower individuals with skills and guidance to thrive in the future of work. As we prepare to launch our founding cohort, we are seeking an Outreach Lead to drive adoption, form strategic partnerships, and ensure our message reaches the right audiences across global and regional channels.

https://catalystia.org/

Job Profile: Outreach Lead- Catalystia

Employment Type: Full-time

Role Overview:

The Outreach Lead will play a pivotal role in scaling Catalystia's impact by spearheading direct engagement efforts, building global partnerships, and executing region-specific campaigns. As a key member of the growth team, you will lead a small outreach function and be responsible for establishing relationships that accelerate recruitment, monetization, and strategic visibility.

Key Responsibilities:

1. Founding Cohort Recruitment

Objective: Drive early adoption by leading participant recruitment for the pilot cohort.

- Lead outreach initiatives targeting potential trainees and stakeholders.
- Engage with educational networks, online communities, and professional groups.
- Represent Catalystia in webinars, events, and virtual/in-person info sessions.
- Build and nurture a robust pipeline of qualified candidates.

Success Metrics:

- Number of qualified leads and confirmed sign-ups.
- Conversion rate from contact to enrollment.

2. Global Partnership Development

Objective: Establish and manage institutional partnerships aligned with Catalystia's mission.

- Identify and engage with schools, NGOs, government bodies, CSR programs, and foundations in India, UAE, USA, and Africa.
- Customize outreach to align with local frameworks like NEP, Skill India, and SDG/CSR goals.
- Create proposals, partnership decks, and formalize collaborations via MOUs.

Success Metrics:

- Number of partnership conversations initiated and formalized.
- Depth and breadth of active engagement.
- Value of strategic opportunities unlocked.

3. Regional Campaign Execution

Objective: Execute effective, tailored campaigns across priority regions.

- Co-create outreach materials (emailers, decks, scripts) with the marketing team.
- Run localized campaigns including webinars, workshops, and school/college sessions.
- Translate and culturally adapt outreach content where applicable.

Success Metrics:

- Number and quality of campaigns executed.
- Engagement metrics: email open rates, CTRs, attendance, referrals.
- Local interest and inbound lead generation.

4. Contribution to Monetization & Growth Strategy

Objective: Leverage outreach learnings to shape sustainable business models.

- Identify B2B revenue opportunities (licensing, sponsorship, institutional programs).
- Provide real-time insights into partner pain points and market needs.
- Recommend access/pricing models and support pilot monetization initiatives.

Success Metrics:

- Ideas submitted and incorporated into strategic planning.
- Number of monetization conversations started.
- Field feedback loop maturity.

5. Reporting & Strategic Alignment

Objective: Maintain transparent reporting and contribute to organizational priorities.

- Maintain accurate outreach records and track all partner interactions.
- Submit structured monthly reports with KPIs and strategic recommendations.
- Participate in cross-functional planning with content, product, and growth teams.

Success Metrics:

- Timeliness and quality of updates.
- Strategic decisions influenced by outreach insights.
- Outreach efforts aligned with brand and mission.

6. Leadership & Team Management ***(Additional Lead-Level Responsibilities)***

Objective: Build and manage a high-performing outreach function.

- Mentor and guide junior outreach associates or interns.
- Set quarterly goals and KPIs for outreach initiatives.
- Coordinate with other departments to ensure alignment across efforts.
- Represent Catalystia in high-stakes discussions and public forums.

Success Metrics:

- Team performance and morale.
- Efficiency and impact of outreach processes.
- Leadership feedback from cross-functional peers.

Qualifications

- 5+ years of experience in outreach, partnerships, or community engagement.
- Proven track record of developing partnerships and delivering outreach success.
- Excellent communication, presentation, and interpersonal skills.
- Strong leadership, organizational, and analytical abilities.
- Experience working in education, nonprofit, edtech, or CSR space preferred.
- Comfortable with CRM tools, data tracking, and virtual collaboration platforms.

Send your application and Resume to: people.empowerment@vempower.org