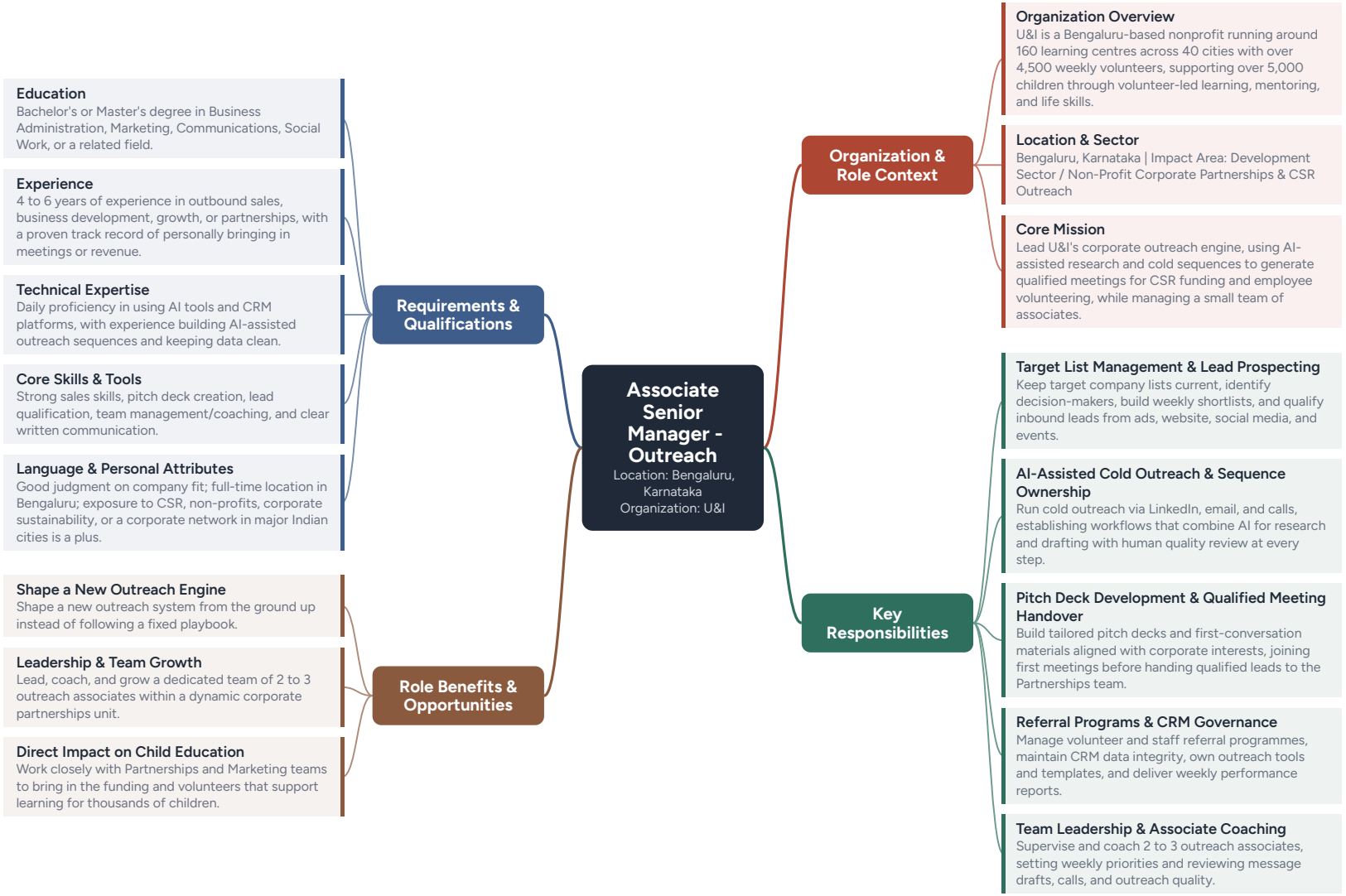
U&I Trust

Associate Senior Manager - Outreach in Bengaluru | U&I

Bengaluru, Karnataka · full-time · mid level · Competitive

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Skills this role needs

Outbound sales	Business development	CRM management	AI-assisted outreach	Team coaching

Job description

U&I

U&I is a nonprofit based in Bengaluru that helps children from underserved communities learn and grow. It runs around 160 learning centres across 40 cities, powered by more than 4,500 volunteers every week. Its Teach programme supports over 5,000 children through volunteer-led learning, mentoring and life skills. This role sits within U&I's Corporate Partnerships team, which builds the CSR (Corporate Social Responsibility) partnerships and employee volunteering programmes that fund and grow this work.

Role

You will lead how U&I finds the right companies and turns them into qualified meetings, for both CSR funding and corporate volunteering. You will build and run an outreach system that uses AI (artificial intelligence) for research and first drafts, with people checking quality at every step. You will lead a small team, keep the CRM (customer relationship management) system accurate, and hand each meeting to the Partnerships team so every new relationship starts well. This is a chance to shape an outreach engine that is still being built, with a focus on the right meetings rather than many meetings.

Responsibilities

- Keep the target list of companies current, identify the right people to reach in each, and build a weekly shortlist worth contacting.
- Run cold outreach through LinkedIn, email and calls, and decide what AI can handle and what a person must review before anything is sent.
- Generate leads for CSR partnerships and corporate volunteering, and judge which one, or which mix, fits each company.
- Run the volunteer and staff referral programmes, and qualify inbound leads from ads, the website, social media and U&I's own events.
- Build pitch decks and first conversations around what each company cares about, and join the first meeting for every lead you hand over.
- Agree with the Partnerships team on what counts as a qualified meeting, and send serious leads to them quickly.
- Own the outreach tools, sequences and templates, keep the CRM accurate, and share a weekly report on leads, replies and meetings.
- Lead 2 to 3 outreach associates by setting weekly priorities, coaching them, and reviewing their messages and calls.

Requirements

- 4 to 6 years of experience in outbound sales, business development, growth or partnerships.
- A record of meetings or revenue that you personally brought in.
- Strong sales skills, including building pitch decks and conversations around what a company needs.
- Daily use of AI tools and a CRM, with a habit of keeping data clean.
- Experience managing or coaching a small team, formally or informally.
- Good judgement on which companies are worth a meeting, and clear writing.
- Experience building an AI-assisted outreach process, exposure to CSR, nonprofits or corporate sustainability, and a corporate network in Bengaluru and other major cities are a plus.
- This is a full-time role based in Bengaluru.

Benefits

- Shape a new outreach system from the ground up instead of following a fixed playbook.
- Lead and grow your own team of outreach associates.

- Work closely with the Partnerships and marketing teams at a nonprofit with a large, active volunteer community.
- Help bring in the funding and volunteers that support learning for thousands of children.

Apply

Check your fit for the role and receive the apply link in your mailbox

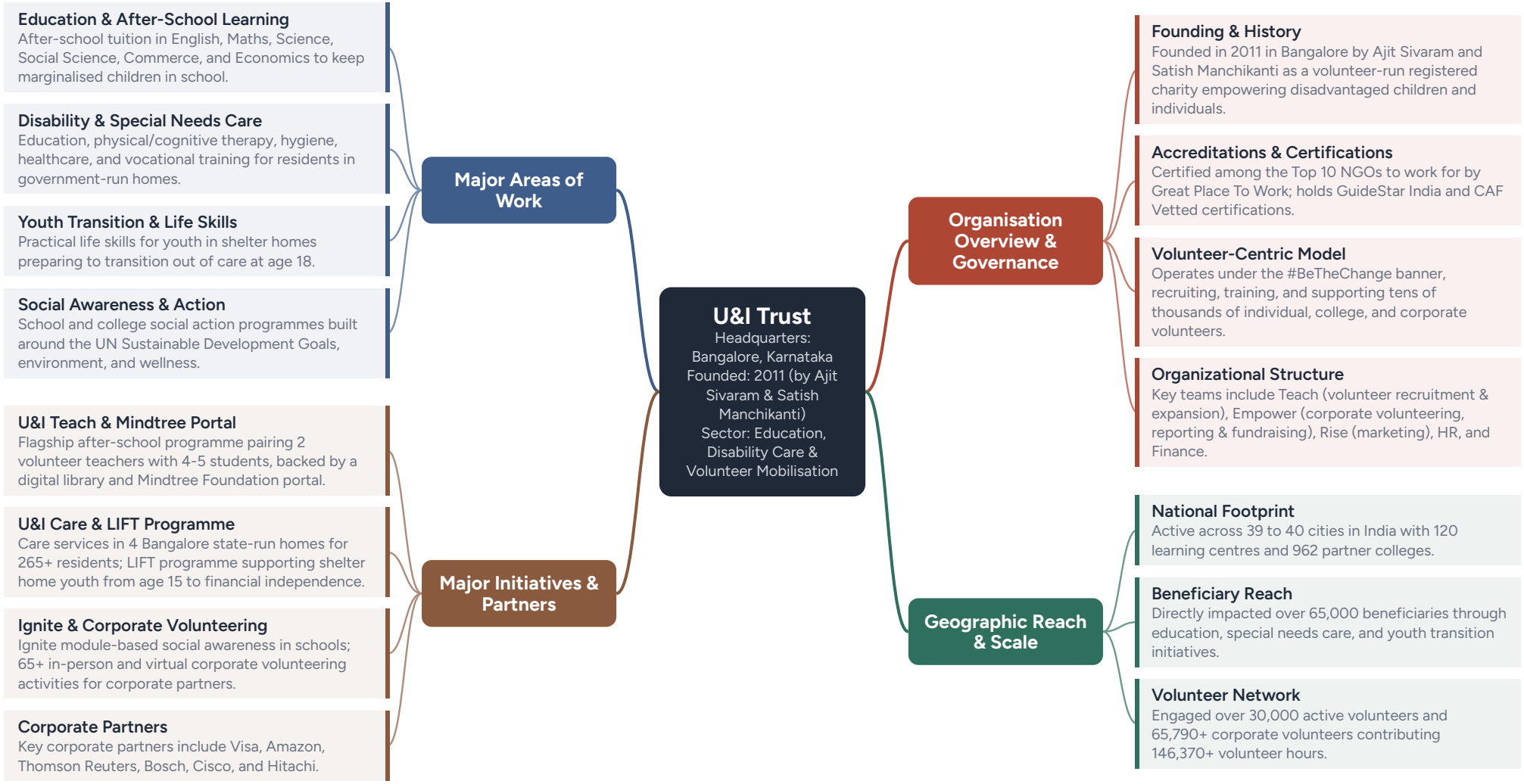
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About the organisation

U&I Trust

Education & Disability Care

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About U&I Trust

U&I Trust is a registered charity that describes itself as volunteer-run. It works to empower disadvantaged children and individuals across India. Ajit Sivaram and Satish Manchikanti founded it in 2011. Its work rests on two programmes. U&I Teach is an after-school learning programme for children from marginalised homes, and U&I Care supports people with special needs living in state-run homes. The organisation recruits, trains and supports large numbers of volunteers to deliver this work. Its campaigns run under the call to #BeTheChange.

Youtube Video >

> *Headquarters: Bangalore, Karnataka, India*

Major Areas of Work

- Education: After-school tuition, English, reading and life skills for children from marginalised communities, so that they stay in school.
- Disability and special needs care: Education, therapy, hygiene, healthcare and vocational training for residents of government-run homes.
- Youth transition: Practical life skills for young people in shelter homes as they prepare to leave care at 18.
- Volunteer mobilisation: Recruiting and training individual, college and corporate volunteers for social action.
- Social awareness and action: Programmes for schools, colleges and companies built around the UN Sustainable Development Goals, the environment and wellness.

Major Initiatives and Programmes

- U&I Teach: An after-school programme that places two volunteer teachers with a small group of four to five students, teaching English, Mathematics, Science, Social Science, Commerce and Economics.
- U&I Care: Care services in four state-run homes in Bangalore for men, women and children with special needs, covering physical, cognitive, hygiene and social-emotional development, delivered with the government.
- Life-Influencing Functional Training (LIFT): Students in shelter homes join at 15 and learn practical life skills, with support continuing through their education until they earn a middle-class income.
- Corporate Volunteering: More than 65 in-person and virtual volunteering activities across education, environment, wellness and awareness, with logistics, facilitation and an impact report handled by U&I.
- Ignite: A free, module-based social awareness and action programme for schools, run by U&I facilitators during school hours. Students who complete it receive a certificate.

U&I Teach is the flagship programme. Its learning centres combine academic tuition with an English programme that starts from a pre-assessment and has Pre Primary and Primary levels. They also run weekly guided reading, a life-skills curriculum of nine modules, and counselling from professional counsellors. Students also get career days, field trips, library access and medical camps. Volunteers commit 2.5 hours a week for the school year and can earn a volunteering certification. Lesson plans and resources sit in a digital library, and a student and class tracking portal built with Mindtree Foundation supports assessments.

Impact

U&I's homepage states it has reached 65,000 beneficiaries with 30,000 volunteers across 39 cities. Its Teach and CSR pages cite 120 learning centres in 40 cities, and its college page cites 39 cities and 962 partner colleges. Its corporate volunteering page reports more than 65,790 volunteers engaged and 146,370 volunteer hours. Through U&I Care it states it supports 180 special needs men and women, 62 destitute boys with special needs and 23 abandoned children, with 20 full-time staff. It works with corporate partners including Visa, Amazon, Thomson Reuters, Bosch, Cisco and Hitachi, and it holds GuideStar India and CAF Vetted certification.

Leadership

- Ajit Sivaram, Co-founder
- Satish Manchikanti, Co-founder

U&I suits people who want hands-on work in education, disability care and volunteer management at national scale. Its teams include Teach, which covers volunteer recruitment and expansion into new cities,

and Empower, which covers corporate volunteering, reporting and fundraising. HR, Finance, and a marketing team called Rise make up the rest. This gives staff exposure to programme delivery, partnerships and communications. The organisation states it is certified as one of the top 10 NGOs to work for by Great Place To Work. Its hiring process includes a conversation with the co-founders.

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