

## Campaign Leader Program 2014-2015: A Leadership Development Opportunity

### Position Summary

A Campaign Leader is responsible for ensuring that Teach For India finds the most promising future leaders from colleges and corporates to join the Fellowship program. This is a critical and demanding role responsible for setting a vision and strategy for building awareness at an institution. The ideal candidate will have outstanding communication skills, an ability to build strong relationships and invest individuals to apply for the Fellowship, and drive high-impact strategy. He or she will be the face of Teach For India at a college campus or corporate office, embody Teach For India's core values, and be able to deliver results that will ensure Teach For India continues to fuel the movement that will end educational inequity.

As a Campaign Leader, you will be the face of Teach For India at your college campus or corporate office from June 1, 2014 to March 1, 2015. You will singularly drive the Teach For India brand at your institution. By planning and executing strategic campaigns at your institution, you will ultimately ensure the best and brightest applicants apply to join the fight for education equity in this country. This is an unpaid opportunity that allows you to build leadership skills.

### Team Overview

The Recruitment Team at Teach For India is responsible for ensuring that the leaders with the best minds and best hearts apply and join the Teach For India Fellowship. To that end, we aim to meet as many promising applicants as possible and inform, inspire, and invest them into our work by sharing three key messages:

1. The Fellowship is one of the greatest leadership-development programs in India
2. Our Alumni force is currently spread across sectors around the world fighting to end educational inequity in India
3. This will be the challenge of your life

We build the Teach For India brand at colleges and corporates nationwide and internationally, conduct presentations, follow-up with high potential candidates, and execute brand-raising events. The team is vital to ensure that the vision of Teach For India is ultimately realized: one day all children in India will attain an excellent education.

The Recruitment Team consists of 18 full-time staff members and over 200 Campaign Leaders in colleges and corporates across India and the world.

### Responsibilities

Primary responsibilities include but are not limited to:

- Spread awareness about educational equity by planning, organizing and implementing various strategies and events to raise awareness (for example: Teach

For India presentations, events, partnering with fests, running stalls, organizing a Teach For India day, etc) on your campus or corporate.

- Build strong relationships with various stakeholders in your institution and act as a point of contact between Teach For India and your institution.
- Invest and motivate the best leaders at your college campus or corporate office to apply to the Teach For India Fellowship program. You will constantly refer promising candidates in the organization to the Teach For India Recruitment team member that you are working with.

### **Knowledge, Skills and Abilities:**

- Belief that all children deserve an excellent education
- Exemplify Teach For India's core values: sense of possibility, teamwork, excellence, integrity, resourcefulness, seva, reflection, and respect and humility
- Carry yourself as a professional at all times, hold yourself and others to high expectations
- Independent, self-motivated, and passionate
- Past leadership experience
- Excellent communication skills with an ability to motivate and engage large groups as well as individuals
- Well-networked

### **Leadership Development Opportunity**

You have the potential to build and deepen critical skills:

#### Building Relationships and Influencing Others

- ✓ Work effectively in a team and communicate articulately
- ✓ Understand various perspectives
- ✓ Influence and motivate others

#### Reasoning and Strategic Thinking

- ✓ Define opportunities, problems and be solutions-oriented
- ✓ Identify patterns, trends and relationships and root your decisions in data
- ✓ Make decisions effectively and demonstrate responsibility

#### Operations and Management

- ✓ Set a vision and drive towards ambitious goals
- ✓ Take initiative, organize, plan and execute projects
- ✓ Share best practices with the larger Campaign Leader team
- ✓ Learn and continuously improve

### **Application Process**

Step 1: Submit your online application form at <http://www.tfaforms.com/280564>

Step 2: Personal interview with a Teach For India Recruitment Team member

Step 3: Induction Program

For any queries email [apply@teachforindia.org](mailto:apply@teachforindia.org)