



# **BAREFOOT PORTAL**

## **CHIEF EXECUTIVE OFFICER**

### **POSITION DESCRIPTION**

**APRIL, 2015**

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## **BACKGROUND**

Third Sector Partners (TSP) was founded in 2005 as a “Section 25” Non Profit Company, (“TSP”) and is a pioneer in Executive Search, exclusively, for social impact organizations focused primarily at the top/senior management and Board levels.

As a social enterprise itself, TSP has been uniquely positioned to understand the key challenges of the development sector and is built on principles of ethical business, high-touch engagement and professionalism.

Over the years Third Sector Partners has realized that there is an increasing demand for a dedicated knowledge center and networking hub for professionals already working in or interested in contributing to the sector through the power of a collective.

Against this backdrop Third Sector Partners has decided to incubate and launch the Barefoot Portal.

### **ABOUT THE BAREFOOT PORTAL**

This would be a membership based interactive web-portal, which aims at providing both member institutions and individuals a platform to connect with, network and exchange ideas and information within the social impact sector across different domains and geographies.

The endeavor will be to deliver a wide array of IT and mobile enabled services with the objective of becoming India’s first high impact networking platform for the social sector.

Some initial interventions envisioned for the portal include:

- Creating organizational/individual profiles.
- Linking through invitations with relevant professionals in the sector. Once connected they can have easy access to the member and their subsequent network as well.



- Create groups, sub-groups and platforms for knowledge exchange.
- Member's organizations can create organizational alumni groups, list initiatives and campaigns that they are currently involved in and seek support and public opinion on the same.
- Individuals and Organizations that who are connected to each other can recommend or write reviews on each other.
- Well defined privacy setting will enable members to connect with and share information only with those that they see value in.

Due to its unique value proposition for institutions and professionals interested or already in the development sector, the platform has tremendous scope and potential for galvanizing action and becoming a medium for harnessing the power of the collective towards furthering social impact.

This is an outstanding opportunity for the right individual to make a profound and meaningful impact in the Third Sector.

### REASON FOR HIRE

The initiative is looking for a founder CEO for the Barefoot Portal with an interest and passion to contribute to positive social change. He/she will have to strategize and finalize the business plan, launch, establish and grow this new entity , build a sustainable operational model, network extensively and lead all stakeholder engagement and recruit and mentor a team of high caliber professionals. This is an exciting opportunity and will give the individual a chance to create and develop an entrepreneurial venture and help shape the future of networking for the social sector in India.

## **POSITION SPECIFICATION**

<b>Position:</b>	<b>CEO</b>
<b>Location:</b>	<b>Delhi/Mumbai</b>
<b>Reporting to:</b>	<b>Management Advisory Committee</b>
<b>Qualification:</b>	<b>Graduate or Post Graduate from one of the topmost global or national insitutions</b>
<b>Experience:</b>	<b>Minimum 6 years</b>
<b>Type of Employment:</b>	<b>Full Time</b>

## CHALLENGES

- **Ambitious Agenda:** The CEO must be able to identify and develop holistic and comprehensive systems for delivery within an evolving entity.
- **Diversity in Stakeholders:** The CEO is expected to deliver best in class efficiency and innovation while successfully liaising and build relationships with the entire spectrum of stakeholders.
- **Facilitate the creation of a high energy, innovation centred work culture and leadership team:** The incumbent is expected to align his / her work style while introducing innovation and new initiatives.
- Set up the organization for long term success

## ROLES & RESPONSIBILITIES

- To outlay the vision, plan a sustainable revenue generating model and be responsible for the P&L of the organization.
- Undertake novel brand building initiatives through online and offline channels.
- Explore the full potential of digital marketing both through non internet as well as internet channels like social media, e- mail ads, banner ads etc.
- Network with likeminded people, participate in conferences and seminars to attract new members as well as comprehend the requirements of the sector.
- Constantly appraise and review the existing platform to ensure uninterrupted and highest quality of service to the users; also experiment with the latest technology.
- To ideate and develop other innovative strategies to attract new users/members to the network and at the same time maintain relationship with existing members through sustained proactive outreach.
- Monitor the industry and competitors to identify gaps and opportunities which will help the organization's expansion plans through new product development, geographical extension, new customer target segment, adoption of better relevant technology etc.
- Recruit, mentor and manage teams and drive them to deliver effectively.



- Would also be responsible for financial management of the organization.

### COMPETENCIES & SOFT SKILLS

- Self-starter with an entrepreneurial mindset to grow and build things from scratch.
- Dynamic, high energy individual with business acumen and the ability to strategize, innovate and have the fire to experiment with new things and take calculated risks.
- Must have deep desire to work and succeed in a start-up with total commitment and sense of ownership and urgency to show results.
- Ability to build credible relationships with influencing ability.
- Very proactive and agile with the ability and drive to achieve results.
- Be able to communicate clearly and effectively, both orally and in writing to various stakeholders.
- Ability to work hard for long hours to establish a successful business.
- Willing/able to embrace new technology, and learn new skills in a fast-paced environment.

### EXPERIENCE

#### **Must haves/ Essential qualifications and experience:**

- Graduate of Post Graduate from one of the top academic institutions in the world.
- S/He should have prior experience of working independently and have a high level of affinity with technology based solutions.
- Excellent networking skills, an ardent communicator and passionate about growing businesses or enterprises
- Prior experience and knowledge of various brand building activities, harnessing social media platforms and digital marketing will be an asset.
- Excellent team management, negotiation, problem solving, and interpersonal skills and advanced financial management skills.
- Excellent communication and influencing skills



**Preferable**

- Someone who has either worked in a start up or established a vertical/unit from scratch and taken it to scale or been an entrepreneur himself.

**Interested candidates can send in their CVs along with three references and a cover note to [barefoot.ceo1@gmail.com](mailto:barefoot.ceo1@gmail.com) with the subject line indicating “BAREFOOT – CHIEF EXECUTIVE OFFICER” or call on 022-43493333. PLEASE NOTE: Only shortlisted candidates will be contacted.**