



Hiring: Head – Admissions, Sales & National Expansion - API

Organisation: Snehadhara Foundation

Location: Bengaluru (Hybrid | National Travel)

Experience: 7–10 years

About Snehadhara Foundation

Snehadhara Foundation works at the intersection of arts, inclusion, education, mental health, and community living. Over the past decade, we have built arts-based, evidence-informed models that support neurodivergent individuals, vulnerable communities, caregivers, educators, and institutions. Our flagship initiative, Arts Practices for Inclusion (API), is a nationally recognised training framework that equips practitioners to create dignified, inclusive, and responsive learning and care environments. By 2030, we aim to train 200 practitioners and impact 10,000+ lives across India. We are hiring an API Strategy & Growth Lead to steward the national scaling, positioning, and sustainability of API. This is a senior, mission-critical leadership role focused on outcomes, business and revenue — not just marketing execution.

You will translate our 2025–2030 vision into measurable growth, strong partnerships, and a healthy national admissions pipeline, while safeguarding the depth and ethics of the API model.

Key Responsibilities

- Lead the API growth roadmap and national expansion strategy
- Own admissions, cohort diversity, and conversion health, along with overall revenue and business targets
- Build institutional partnerships with NGOs, universities, CSR partners, and state ecosystems
- Strengthen API's credibility and positioning across sectors
- Track and report growth, admissions, and impact KPIs
- Work closely with academic, research, and communications teams

The Head – Admissions, Sales & National Expansion - API will own admissions outcomes and marketing strategy, while day-to-day communications and campaign execution will be supported through dedicated or shared marketing resources.

Key Responsibilities

- Lead the API 2025–2030 growth roadmap
- Build a national practitioner pipeline
- Develop partnerships with NGOs, universities, and CSR partners
- Drive regional expansion (starting with Maharashtra)
- Strengthen API's credibility across sectors
- Track and report growth, admissions, and impact KPIs
- Work closely with academic, research, and communications teams



Reporting Manager for the Role:

Executive Director and API Programme Lead

Role Structure:

Responsible for independent execution of key tasks, while staying closely connected with leadership to meet role outcomes and expectations.

KPIs for the Role

Admissions & Growth

- Minimum 3 batches/year
- 15–20 participants per batch
- Strong cohort diversity
- Minimum 80% of target achievement

Conversion Health

- Improved enquiry-to-enrolment ratios
- Reduced dependence on paid marketing

Partnerships

- State and institutional pipelines
- Long-term collaborations

Strategic Health

- Growth aligned with quality and capacity
- Clear Board-level reporting

Compensation Framework

Competitive compensation with fixed and performance-linked components.

This keeps the role financially secure while clearly rewarding strong admissions, partnerships, and responsible scaling.

The variable component is linked to admissions, programme quality, and responsible growth. The role is fully sustained through API's revenue model and supports long-term scale.

The role will have a probation period of 4 months, after which confirmation as a permanent position will be subject to a performance review based on defined KPIs.



Who We're Looking For

- 7–10 years' experience in programme growth, partnerships, ecosystem building, or scaling initiatives
- Background in education, inclusion, mental health, arts, DEI, or social impact
- Strong strategic thinking with the ability to build systems and execute
- Excellent relationship-building and stakeholder management skills
- Deep alignment with values of inclusion, dignity, equity, and care

Why This Role Matters

This role shapes how inclusion is practiced, taught, and sustained across India. It is a systems-building leadership role, not an administrative or marketing function.

How to Apply

Please share:

- Your CV
- A short note on why inclusion-led, ecosystem-level work matters to you