

business development associate | sumunum arts & wellbeing

sumunum – who are we, and what do we do?

sumunum (pronounced 'samanam' meaning encounter, welcoming, congruence, whole and equal in sanskrit) is a social enterprise based in chennai, aimed at improving mental health & wellbeing through arts-based interventions (www.sumunum.com). we are a team of mental health professionals (psychologists, development professionals, counsellors) and arts professionals (performance artists, writers, arts facilitators), with collectively over 35 years of experience working in mental health and applied arts. our key areas of work include:

- **mental health & wellbeing: prevention, promotion & illness management**
 - o **therapeutic conversations:** counselling services offered for individuals, couples, and families by trained mental health professionals. services are offered to paying and pro-bono clients.
 - o **youth mental health:** open mynd – a comprehensive positive mental health literacy programme in educational institutions, along with teacher training and parent engagement sessions. education partners include: *jeppiaar schools, chennai; vidhya niketan schools, coimbatore; national institute of fashion technology (nift), chennai.*
 - o **workplace wellbeing:** bespoke experiential programmes for organisations to improve employee wellbeing, including – stress management, diversity & inclusion practices, communication & leadership training. clients include: *titan industries, hindu group of publications, titan engineering and automation limited (teal).*
 - o **art for social change:** tailor-making arts interventions for organisations in the education, health, and development sector as per unique requirements. projects include awareness creation, community engagement, training, resource creation, and leadership development. partners include: *tata trusts, centre for mental health law and policy (cmbhp), peoples action for national integration (pani), madras dyslexia association, undp, pravah youth collective, international initiative for impact evaluation (3ie, washington dc).*
- **research & resource creation**
 - o **why art matters for mental health:** a scoping review conducted through a grant received from the wellcome trust, uk to study how art can help prevent and treat youth anxiety and depression. [sumunum's paper for wellcome](#) | [wt - compilation](#)
 - o **capacity building:** an intensive 200 hour training programme for non-specialists to offer mental health support
 - o **mental health resources:** digital illustrated resource booklets on anxiety, stress, breathing, sleep difficulties, mindfulness, and disordered eating.
 - o **documentation & evaluation:** continuous documentation & evaluation of sumunum's programmes to ensure the creation of practice-based evidence and share practices with other organisations.

as a social enterprise in the mental health and arts sector, we aim to build sustainable and accessible models of care across individual, organisational and community levels. we have currently developed evidence-based interventions to enhance wellbeing for:

- young people in schools
- workplaces

both sets of interventions have already been designed and piloted and will now be implemented across diverse geographies and locations. being a social enterprise, we have not wanted to be solely reliant on fundraising, but rather on being able to reach out to vulnerable populations by leveraging sustainable income models.

hence, the business development associate at sumunum will be responsible for identifying educational and organisational partners to build income streams and expand the areas of work to multiple geographies.

the role is at the intersection of our arts and wellbeing circles of work, and at a nascent stage. therefore, you will have unparalleled opportunities to make a big impact. we aim to turn evidence-based approaches to in mental health into accessible services that enhance wellbeing across the lifespan.

responsibilities include, but are not limited to:

- building new partnerships and streams of income:
 - o research and identification of new business opportunities and partnerships – including new markets, growth areas, or new ways of reaching existing markets.
 - o seeking out key stakeholders / decision makers, engage them, and attract attention in sumunum’s service offering.
 - o prepare and deliver appropriate presentations and pitches on sumunum’s service offering.
 - o cold and warm calling prospective partners | social media engagement | networking
 - o an unparalleled understanding of sumunum’s services and products and strong articulation skills to communicate the same.
 - o drawing up all partnership paperwork and managing due diligence.
 - o building and developing relationships with partners
 - o understanding partner needs and responding with empathy to effectively meet them
 - o liaising with finance, programmes, and communications teams as appropriate
- be the face of the organisation with engaging partners.
- planning and executing promotional strategies and activities for sumunum’s programmes and services.
- creating development plans and forecasting
- strategic thinking and setting the aims and objectives to improve the business in conjunction with the founders.
- take ownership of the complete cycle – from partner onboarding to service delivery to post delivery reporting – liaise with all relevant teams required.
- maintain all relevant documentation required.

we are looking for:

- ❖ proven business development experience at a startup/similar organisation with atleast 2 years of experience and a drive to seek new partnerships and business.
 - ❖ excellent verbal and written communication skills.
 - ❖ strong organisation, self-management and problem-solving skills.
 - ❖ proficiency in office productivity suites (microsoft / gsuite / notion etc.) , web presentation tools. experience with marketing and analytics tools is a bonus.
 - ❖ strong networking and relationship management skills – conversation building.
 - ❖ ability to multi-task, take initiative, work with deadlines, and be willing to take on the responsibility for managing multiple projects.
 - ❖ ability to be result oriented and driven towards growth.
 - ❖ strong initiative, negotiation and decision-making skills.
 - ❖ interest in mental health, wellbeing & the arts!
- ❖ **someone who is curious, energetic, enthusiastic, and motivated!**

why us?

- ❖ opportunity to use your skills & knowledge to help in building arts-integrated services that promote wellbeing and positive mental health.
- ❖ build impact in the burgeoning health, wellbeing and arts sector.
- ❖ work in a dynamic, start-up environment with a passionate and engaged team.

remuneration – 7 - 9 lakhs per annum. a wide range has been fixed to accommodate varying experience and skillsets.

if you are interested, please apply here - [application pack](#)