

## Regional Head

### About Us:

Khyaal is India's #1 App for senior citizens. We are on a mission to enrich the lives of senior citizens in India. We engage, educate, and empower seniors through live sessions, games, safe payments, on-demand assistance, part-time jobs, and other features on the Khyaal App. Learn more at [www.khyaal.com](http://www.khyaal.com).

### Role Overview:

We are seeking dynamic and results-oriented individuals to drive sponsorship revenue and lead regional operations across Karnataka, Telangana, Andhra Pradesh, West Bengal, and Maharashtra. This role combines the responsibilities of sponsorship sales and operational leadership, focusing on concept selling, community development, and executing innovative initiatives for senior citizens. The ideal candidate will be responsible for building strong client relationships, managing teams, and delivering impactful programs that align with Khyaal's mission.

### Key Responsibilities:

#### Sponsorship Sales:

- Develop, refine, and maintain a robust sponsorship pipeline.
- Identify and secure sponsorship opportunities through networking, cold calling, and outreach.
- Generate and arrange meetings with potential sponsors to present tailored proposals.
- Collaborate with internal teams to create impactful activation plans for clients.
- Manage sponsorship accounts, ensuring smooth activation and long-term relationships.
- Analyze event results and provide value-driven reports to stakeholders.
- Achieve and exceed weekly, monthly, and annual sales targets.
- Brainstorm and develop new revenue-generating ideas and events.

### Regional Operations:

#### 1. System Building & Team Formation:

- Lead the end-to-end process of setting up Khyaal's operations in the assigned region, including recruitment, training, and management of a dedicated team.
- Develop and implement organizational structures and processes to ensure effective service delivery and operational excellence.

#### 2. Community Development:

- Build and nurture a vibrant community of seniors across the region, fostering strong relationships and trust.
- Design and implement initiatives that encourage active participation and engagement among seniors.

#### 3. Offline Experience Center Development:

- Conceptualize, plan, and oversee the establishment of offline experience centers as hubs for senior activities and engagements.
- Ensure the centers are equipped with resources and programs that support the holistic well-being of seniors.

**4. Marketing & Outreach:**

- Drive regional marketing campaigns to raise awareness about Khyaal's offerings and attract new members.
- Collaborate with local organizations, media, and influencers to enhance Khyaal's visibility and impact.

**5. Event Ideation & Execution:**

- Create and curate a diverse range of events and sessions that resonate with the interests and needs of seniors in the region.
- Manage all aspects of event planning, from ideation to execution, ensuring high levels of participant satisfaction.

**6. P&L Management:**

- Oversee the region's financial performance, including budgeting, forecasting, and managing costs to ensure profitability.
- Develop and implement strategies to achieve financial targets while balancing Khyaal's mission-driven goals.
- Monitor financial metrics and provide regular reports to senior leadership, identifying opportunities for revenue growth and cost optimization.

**7. Strategic Planning & Reporting:**

- Align regional initiatives with Khyaal's broader strategic goals, working closely with senior leadership.
- Provide comprehensive reports on progress, challenges, and opportunities, offering insights for continuous improvement.

**Qualifications:**

- MBA in Business, Marketing, or a related field.
- 5+ years of experience in sponsorship sales or concept selling.
- 4 to 6 years of experience in leadership roles, preferably in operations or community development.
- Strong skills in team building, community engagement, and event management.
- Proven ability to build and maintain client relationships.
- Excellent analytical, negotiation, and communication skills.
- Experience in managing financial performance and budgets.
- Ability to work independently and manage multiple priorities.

**Locations:**

From metro cities of Karnataka, Telangana, Andhra Pradesh, West Bengal, Maharashtra

**How to Apply:**

Interested candidates should send their resume and cover letter to [hardi@khyaal.com](mailto:hardi@khyaal.com).

Khyaal is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.