

Special Events Manager

Job Pack



Letter from the hiring manager

Dear Applicant,

Many charities will tell you it is a great time to join. For Pratham UK, this is undeniably the case. Over the last three years, we have tripled our income in the UK from around £500k to £1.5m, with the realistic ambition to more than triple again.

The core programme of our Indian partner charity, the Pratham Education Foundation, has been identified by the World Bank, Unicef and the FCDO as the best intervention to support children in low and middle-income countries build the foundational skills of reading and maths. It is a model that we've worked with 2019 Nobel Economics Laureates Abhijit Banerjee and Esther Duflo to perfect. We can now teach children to read and do basic maths in 30 days for £14. Our sister charity in the US, Pratham USA raised \$30m in 2023 to support this work, with a further \$28m raised in India. This allows us to reach over 500,000 children in over 10,000 communities each year, with another 5,000,000 reached through partnerships with state governments in India.

We expect to continue to grow our organisational income, and therefore impact, at a significant rate. As Special Events Manager, you will have a vital role in increasing income from our events, HNWI, corporate partnerships, trusts, and foundations. You will do this by managing a calendar of special events that will cultivate and steward current and potential supporters in an even greater way, as well as events that directly fundraise, in particular our flagship event, our annual gala.

We are a fully remote, virtually paperless and flexible organisation.

We will not be able to sponsor a work permit for this role.

Tijana Milosevic

Head of Philanthropy and Special Events

tijana@pratham.org.uk

Note: If you want an informal conversation before applying, please email Tijana Milosevic, Head of Philanthropy and Special Events at tijana@pratham.org.uk to arrange a time.

Basic information

Job title: Special Events Manager

Responsible to: Head of Philanthropy and Special Events

Responsible for: None

Hours: Full time (35 hours per week)

Salary: £38,5k. You will also receive £26 a month tax-free home working allowance

Contract length: Permanent with six months probation

Pension: Employer 4.5% if Employee contributes 5% after three months

Holidays: 25 days + 8 Bank Holidays

Location: Fully remote but ideally with easy access to London.

Closes: 23.59 on 4th June 2024

Interviews: First round of interviews will be held on 10th June. There will be two rounds of interviews and a task in the second round.

Pratham UK is an equal opportunities employer that actively promotes diversity and strongly encourages applications from within Black, Asian and Minority Ethnic communities and under-represented groups.



Background to the charity

Pratham is an incredible organisation. It is one of the largest education NGOs in India but is not well known outside of India. In the words of Nobel Laureate Abhijit Banerjee, ***"Pratham's impact on the lives of millions of kids has been tremendous; it is quite simply an exceptional, best-in-class organisation that has managed to scale across India."*** We have won many prizes, including the Kravis Prize, the Skoll Award, the WISE Prize and the LUI Che Woo Prize; most recently, our CEO in India won the Yidan Prize for Education, the world's most prestigious education prize.

Our work

We conduct high-quality, low-cost and replicable interventions to address gaps in the education system. Our best-known programme, Teaching at the Right Level (TaRL), teaches basic reading and maths in as little as 30 days for £14 per student. We offer this in 10,000 villages in 21 states in India. The Global Education Evidence Advisory Panel has recognised this model as one of just three 'smart buys' for educational interventions. We reach 500,000 children in India annually with fundraised income and a further 5,000,000 children through partnerships with state governments. We are beginning to work beyond India.

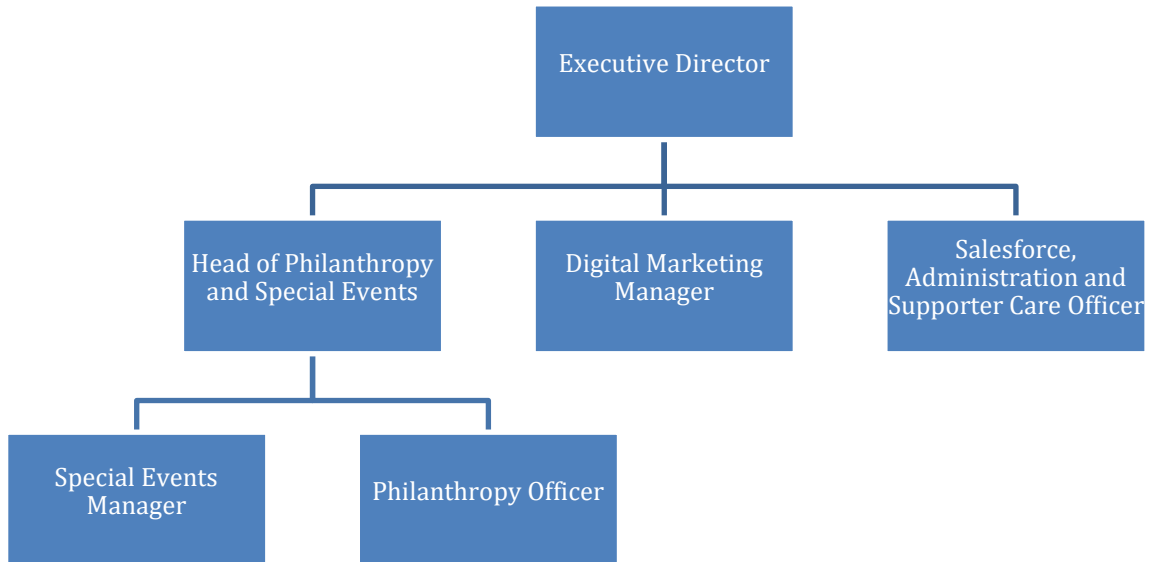
We also offer an Early Childhood Development programme focusing on school readiness. Our Second Chance programme supports women going back to school to complete their class ten exams, which is the gateway to jobs in the formal economy. Our exceptional vocational training programme has helped over 30,000 young people into the formal economy each year. We were at the forefront of non-profit EdTech before the pandemic, and it is now central to many of our programmes. Through our arms-length partner, the ASER Centre we run the ASER survey, one of the largest annual educational surveys in the world that has moved the educational policy debate in India from inputs to learning outcomes.

Pratham UK

The Pratham Education Foundation raises around \$30m in India each year largely from CSR donations from Indian companies. Pratham USA raises an additional \$30m, predominantly from their galas and major donors. In the UK, we raised around £500k a year throughout the 2010s, largely from a high-end gala; in 2021/2, we raised £1.2m and with £1.65m in 2022/3. Due to the phasing of gifts, due to the phasing of grants we have slipped back to £1.5 in 2023/4 but are well-placed for significant future growth. Our incredibly well-connected trustee board has big ambitions for the organisation, and we are building out the UK fundraising team. We are ready to grow those areas further and quickly when we see positive results.

We work closely with our Indian colleagues, and they are always ready to join donor calls, etc. We receive support from Pratham USA, particularly their much larger comms and events team, which can take content and strategy and adapt to UK needs. They also have a tech team that can support Salesforce integrations and other tech requirements. Our finance is outsourced.

Current Pratham UK structure



The Role

Job Overview:

The Special Events Manager will be responsible for planning, coordinating, and executing a diverse range of events to support strategic objectives of Pratham UK.

Most importantly, this role will manage and deliver our annual Gala event that serves as the pinnacle of our fundraising efforts, representing our primary annual income source for sustaining our work in India. Beyond its financial significance, the Gala plays a vital role in spotlighting our mission and rallying support from our community. However, our fundraising strategy extends beyond this flagship event. We also want to prioritise smaller events designed to cultivate and nurture relationships with both new and existing donors. These intimate functions should provide invaluable opportunities for meaningful dialogue and connection, ensuring continued support for our cause.

We are looking for a candidate with significant experience in event planning and delivery with a focus on high-net-worth and high-profile audiences. This role requires a person with excellent project management skills, a strong attention to detail, and a passion for delivering successful events.



Key Responsibilities:

- Develop and implement an annual calendar of large and small events, including the most important event for Pratham UK, our annual Gala. This year it will be held at Raffles London at The OWO on 8th November.
- Work closely with the philanthropy and special events team members and collaborate with senior management team, including Board members and Gala Committee members, and other colleagues in the UK, US and India, to define event objectives, budgets and successful delivery of the events.

- Lead end-to-end event planning process, including table and sponsorship sales, venue and production management, vendor coordination, budget tracking, guest list management, live and silent auction management, volunteers management, and other activities in line with the events project plans for all small and large events.
- Work hand in hand with the events and philanthropy team members and other colleagues to cultivate relationships with donors, sponsors, vendors and volunteers to maximise support and success of all events.
- Manage the Special Events budget effectively, ensuring that expenditures are within approved budgets and seeking cost-saving opportunities where possible.
- Work closely with the marketing and communications team to promote events through various channels, including social media, email marketing, press releases and printed materials.
- Manage post-event activities including collecting payments from supporters, thanking guests, and creating evaluations to measure the success of each event, identify areas for improvement and report on key metrics to senior management.
- Stay informed about industry trends, best practices, and legal/regulatory requirements related to fundraising events and incorporate new ideas and strategies into event planning efforts.

Required Skills and Experience

- Proven experience in event management, preferably in the non-profit sector.
- Strong project management skills, with the ability to multitask, prioritise workload and meet deadlines in a fast-paced environment.
- Excellent communication and interpersonal skills, with the ability to build relationships and engage with a diverse range of stakeholders.
- Creative thinker with a keen eye for detail.
- Excellent organisation skills and ability to learn quickly.
- Problem-solving skills, ability to troubleshoot quickly, and ability to make decisions.
- Proficiency in Microsoft Office and event management software/tools.
- Knowledge of fundraising principles and practices, including donor stewardship and relationship management.
- Ability to work evenings, weekends, and irregular hours as required by event schedules.
- Commitment to learning and self-development.

Desirable Skills and Experience

- A demonstrable interest in our area of work.
- An understanding of the charity sector.
- A basic understanding of safeguarding and data protection– further training will be required.

How to apply

To apply please send your CV and a short note (maximum two pages) highlighting your key skills and why you want to work for Pratham UK to jobs@pratham.org.uk with the job title in the subject line. We recognise that most people will not have experience of everything listed, the right candidate will have many of them, but also the attitude that you can be proactive and work things out. If you want an informal conversation before applying, please email tijana@pratham.org.uk to arrange a time.