



**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."***



**Senior Digital Fundraising & Communications Officer Job Pack**

**March 2025**

## Letter from the Hiring Manager

Dear Applicant,

Thank you for your interest in joining Pratham UK. Prior to the pandemic, Pratham UK raised around £500k a year, primarily from our annual gala. We are currently building out the UK charity and expect to raise £1.8m this year, and we aim to reach £4m by the end of the decade.

Our principal implementation partner is **Pratham Education Foundation**, a globally respected NGO that empowers underprivileged children, youth and women in India through education and vocational training. We are now also supporting **Pratham International**, which is taking programmes developed in India across the developing world.

Our programmes change lives—teaching basic literacy and numeracy in as little as 30 days for £14 per child or helping women return to education and underprivileged youth to employment.

This role will be key in sharing Pratham's impactful work with our supporters. The core of the role is to manage digital content across email, social media, and our website, and play a vital role in supporting fundraising events, particularly our annual gala which will be held at the V&A in November this year and recruiting runners of the London Marathon.

We expect to launch a new website in 2025, a version of the new Pratham USA website that is due to roll out in mid-March. You'll have an important role in adapting and tailoring it for Pratham UK.

There is potential for some advocacy work but that is secondary to the fundraising and communications elements.

If you're a proactive communicator who thrives on creativity and is excited by the opportunity to support events and grow with an ambitious organisation, we'd love to hear from you.

Warm regards,

**Nick Sankey**

Executive Director

## About the Pratham Network

Pratham UK supports the **Pratham Education Foundation**, one of the largest education NGOs in India. Pratham uses cost-effective, scalable solutions to close education gaps, reaching millions of children annually.

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."*

### Our Key Programmes:

- **Teaching at the Right Level (TaRL):** Helping children catch up on lost learning.  
<https://www.youtube.com/watch?v=LEOavri3e0w> This has been recommended by the What Works Hub for Global Education as one of just three [smart buys](#) for education in developing countries and has been subject to [multiple RCTs by JPAL](#).
- **Second Chance Programme:** Supporting women to complete secondary education.  
<https://www.youtube.com/watch?v=Z9On8kB-DJg&t=1s>
- **Vocational Training:** Preparing young people for skilled employment in eight trades.  
[https://youtu.be/j7bamnK\\_vcg?si=PnWgCaWJTKaPYKWI](https://youtu.be/j7bamnK_vcg?si=PnWgCaWJTKaPYKWI)
- **Early Childhood Development:** Focusing on school readiness.  
[https://youtu.be/S-FJFaScedI?si=a5Gf76Bwsl1\\_0bxT](https://youtu.be/S-FJFaScedI?si=a5Gf76Bwsl1_0bxT)
- **The ASER Report:** Estimates the learning levels of children in every district of India.  
<https://youtu.be/RrocqIrEXwk?si=a6MCSPhhe5Jmw2mE>

Pratham's work has been recognised globally, winning awards such as the Kravis Prize and the Yidan Prize for Education.

**Pratham International** has recently been launched to take the programmes developed in India across the developing world.

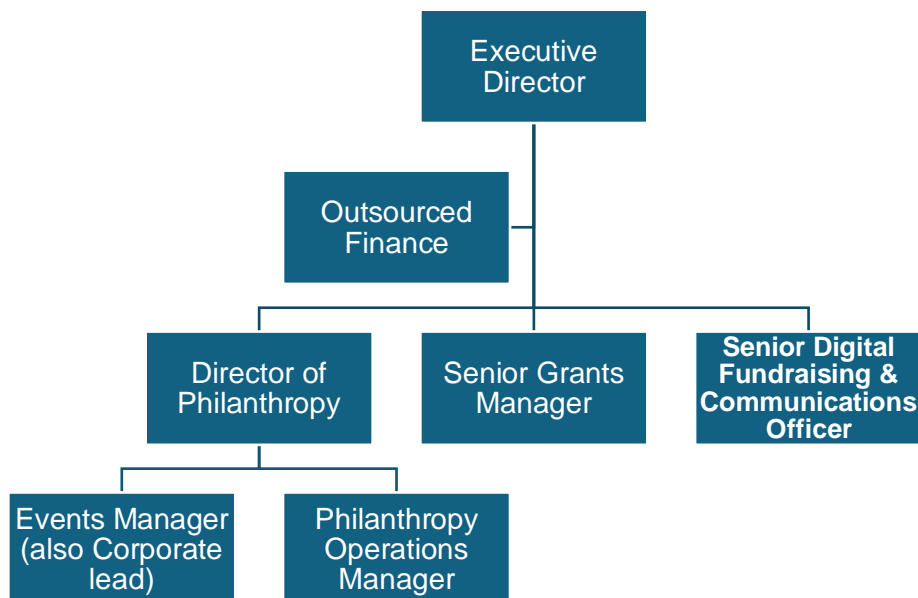
**TaRL Africa** is a joint venture between Pratham and JPAL to take the TaRL method to sub-Saharan Africa.

**Pratham USA, Pratham Sweden, Pratham Australia, Pratham Canada and Pratham UAE** all raise funds from the Indian diasporas in their countries, with the exception of Sweden which has a different model. Pratham USA is significantly more developed raising around \$30m annually. Pratham Education Foundation raises over \$20m each year in India, primarily through Indian CSR contributions.

## About Pratham in the UK

Pratham UK is predominantly a fundraising and advocacy organisation. Historically we have had fantastic support from some hugely successful people of Indian origin, largely from north London. In the past almost all of Pratham's income came from a high end gala each autumn, and prior to the pandemic we raised around £500k each year this way. Since then we have been building out the team and with it our income. Our team has grown from two people to six in the last three years and we expect to raise £1.8m this year. There is potential for significant further growth.

We have remained home based but occasionally meet in London. We invest in people, with significant spend on training courses and most staff have visited our work in India and some have attended the Pratham USA bi-annual conference.



## **The Role: Senior Digital Fundraising & Communications Officer**

This is a **full-time, remote role** for an enthusiastic and proactive team member to support Pratham UK's digital and event-related fundraising efforts. Reporting to the Executive Director, you will ensure that our supporters are engaged through effective email campaigns, social media, and web content while playing a key role in supporting Pratham UK events, particularly our annual gala which will be held at the V&A in November this year and recruiting runners of the London Marathon.

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### **Key Responsibilities:**

#### **Email Marketing & Donor Engagement**

- Manage email campaigns using **MailChimp** or similar platforms.
- Create newsletters and segmented donor journeys to keep supporters engaged.

#### **Social Media Management**

- Develop an annual content calendar that reflects yearly communications and significant internal and external events.
- Manage Pratham UK's social media channels (Facebook, Instagram, LinkedIn).
- Develop and schedule creative and engaging posts to increase reach and awareness.
- Adapt and coordinate content with Pratham USA and Pratham India teams.
- Measure and review campaign performance to support organisational learning

#### **Website Updates**

- Keep the **WordPress** website up-to-date with fresh content aligned with campaigns and events.
- Support the development of the new website by adapting templates provided by Pratham USA to fit Pratham UK's needs.

#### **Event Support**

- Collaborate with the fundraising team to deliver successful events, including galas and community events such as challenge events.

- Create digital content (emails, social posts, donation pages) to promote and support events.

### **Campaigns & Appeals**

- Support campaigns like **The Big Give** and seasonal appeals.
- Market **Challenge Events** and other initiatives.
- Help craft compelling content and track campaign performance.

### **Reporting & Analysis**

- Track and report on the performance of digital campaigns (email, social, website).
  - Provide insights to inform and improve future communications.
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### **Skills and Experience**

#### **Required:**

- Strong communication and **copywriting skills**.
- Basic design skills (e.g., **Canva**).
- Proficiency in managing email marketing platforms (we currently use **MailChimp**).
- Experience managing **social media** accounts and creating content.
- Basic familiarity with website management (e.g., **WordPress**).
- Strong organisational skills and ability to manage multiple priorities.

**Desirable:** (please don't be put off if you don't have these yet, you will be able to develop them)

- An understanding of **digital fundraising**.
  - An understanding of **advocacy** – we are members of Send My Friend to School and you may be able to join one of their working groups.
  - Experience working with **influencers**.
  - Understanding of **India and the Indian diaspora**.
  - Mailchimp is integrated with **Salesforce**, we don't use this integration in any meaningful way yet, but someone who can make use of that for developing segments etc. would be a bonus, (definitely not a requirement).
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## What We Offer

- **Salary:** £30,000–£32,000. + £26 per month tax free home working allowance.
- **Hours:** Full-time (35 hours per week), flexible working arrangements available. Slightly shorter hours may be possible. E.g. to fit around the school day or four days a week – please mention these requests in your cover letter.
- **Location:** Currently fully remote, with occasional in-person team meetings in London. As our meetings and events are in London being located within easy reach would be a benefit.
- **Holidays:** 25 days + 8 bank holidays. We also close for three days between Christmas and New Year.
- **Pension:** Employer contribution of 4.5% if the employee contributes 5%.
- **Right to work in the UK:** We will not be able to sponsor a visa for this role.
- *Whilst you would be the only communications and marketing person at Pratham UK there are counterparts in the USA and India with whom you can share content and challenges.*

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## How to Apply

To apply, please send your CV and a brief cover letter to [jobs@pratham.org.uk](mailto:jobs@pratham.org.uk).

**Deadline:** Midnight, 2 April

**First interviews:** Monday 7 April

**Second interviews:** Monday 14 April

The interviews are in School Holidays for some, please let us know in your cover letter if this is a problem and we will try to be flexible.

- Pratham UK is an equal opportunities employer and encourages applications from under-represented groups.
- Non-graduates are welcome.
- We provide interview questions 24 hours before the first interview; we will determine the format of the second interview after the first interview, so they may not be shared.
- We are likely to ask for writing samples ahead of the first interview – we keep any tasks as short as possible to respect candidate's time.
- Staff from other Pratham entities may be part of the interview process and if so your application will be shared with them.

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