



## **Fundraising and Communications Manager**

Job title: Fundraising and Communications Manager

Hours: Flexible (voluntary role)

Learning By Heart is an initiative with 2 principal goals: to provide children and adults in the UK with accessible educational support, while in turn helping to widen access to education for young people across the world.

We provide online classes in a wide range of subjects, run by volunteer tutors, in exchange for pay-as-you-feel donations to educational charities. Classes are delivered remotely using videoconferencing platforms, so we are able to reach pupils all over the country. Currently, our profits are split 50/50 between CAMFED (the Campaign for Female Education), who work to increase the accessibility of and revolutionise girls' education in Sub-Saharan Africa, and ECW (Education Cannot Wait), who tackle education provision in humanitarian crises.

Learning By Heart is currently run by a management team of 6 volunteers. However, as the organisation grows and the responsibilities increase, we are looking to expand the team. We are looking for a new enthusiastic and reliable fundraising and communications manager to develop Learning By Heart's fundraising strategy, engage with current clients and stakeholders and build a network of organisations, groups and individuals committed to supporting Learning By Heart's work.

### **Core responsibilities:**

- Design and implement a clear fundraising strategy, including funding from grants/sponsorships, individual donors and fundraising events
- Contribute to the development of income and expenditure budgets and to monitor and report regularly on individual events budgets/profits and the future projection of LBH
- Search and apply for relevant grants and sponsorship opportunities
- Plan, support and deliver additional fundraising events, campaigns or activities. In the past this has included webinars led by university societies, Q&As for students and interactive language events
- Develop and manage relationships with external partners, businesses and networks, which may include:
  - Sponsorship of core funding costs (such as DBS checks and safeguarding training for tutors, website and advertising costs)



- 'Spin-off' projects in which corporate CSR department, universities or other organisations provide volunteer tutors
  - Provision of group language classes in exchange for donations
  - Any other nature of partnership which you may see fit
- Produce a monthly newsletter for Learning By Heart's clients, supporters and other stakeholders
- Build relationships with local and national media outlets including press, radio and digital, to build brand awareness and facilitate growth of the project
- Compose press releases when relevant, such as in correspondence with new partnerships or the achievement of fundraising targets
- Attend bi-weekly team meetings, via Microsoft Teams.

No experience is necessarily required; we are more interested in finding an individual with a passion for our cause who will be committed to the role and willing to learn.