

## **Salesforce, Administration and Supporter Care Officer 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.

When we were smaller, we used to be great at thanking our supporters. As we've grown, we've struggled to keep up. The supporter care part of this role will involve writing, often by hand, to many of our supporters to thank them for their gifts, being the first responder on our [hello@pratham.org.uk](mailto:hello@pratham.org.uk) inbox. The Pratham USA tech team have Salesforce specialists who have set us up on it. You will help the team to use it effectively (a colleague in India uploads the gifts).

The other part of the role will be about freeing me from some administrative tasks. Some of the tasks this role will cover will be routine. We need to ensure we track the payment status of all gifts pledged at the gala. We need to ensure that all staff are updated with mandatory training. You will also make bookings and order things. You will cover data protection tasks and checking suppliers aren't sanctioned. You are very unlikely to have done all this before, but you are not fazed by figuring things out and getting on with things.

We are fully remote and virtually paperless. We are very flexible about how the hours in this role will be covered; I block 3-3.30 in my diary each day to collect my children from school, and you're welcome to make this a 9-3 job if that works best for you, I don't want it done in a three-day block but am open to discussion on working patterns. We fully subscribe to the Non-Grads Welcome and Show the Salary campaigns and share interview questions in advance.

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

Nick Sankey

Executive Director

[nick@pratham.org.uk](mailto:nick@pratham.org.uk)

## Basic information

**Job title:** Salesforce, Administration, and Supporter Care Officer (A working job title can be negotiated to something shorter, but the duties will encompass all three areas)

**Responsible to:** Executive Director

**Responsible for:** None

**Hours:** 25 hours over four or (ideally) five days

**Salary:** £25k pro rata (£17,857). You will also receive £26 pro rata (£18.57) 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 (pro rata)

**Location:** Fully remote but ideally with easy access to London. You must be in London about seven or eight times a year

**Closes:** 23.59 - 28<sup>th</sup> May

**Interviews:** 1<sup>st</sup> interview 3<sup>rd</sup> June – with potential 2<sup>nd</sup> interview on 6<sup>th</sup> or 7<sup>th</sup> June.

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.

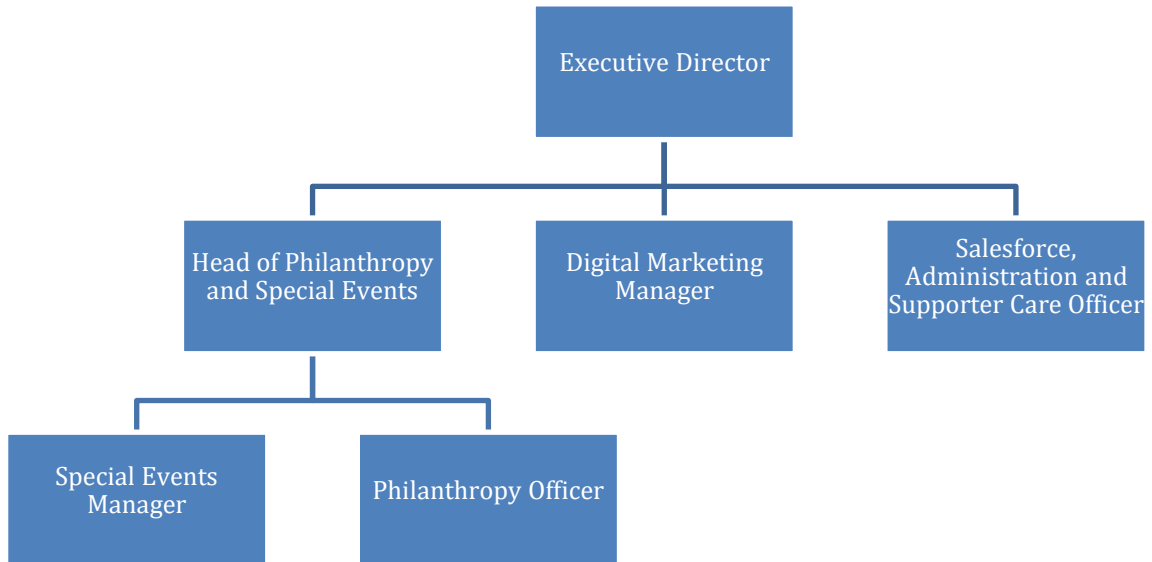
We also offer an Early Childhood Development programme focusing on school readiness. Our Second Chance programme supports women going back to school to complete their class ten exams, which is the gateway to jobs in the formal economy. Our exceptional vocational training programme has helps over 30,000 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 2010's, 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 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

You will be the first point of contact when people email or phone us. You will supercharge the supporter experience and ensure everyone who supports Pratham feels appreciated. You will also help our small team become comfortable with Salesforce and help us tweak the setup and reports so it's part of what we do. Finally, you will support us with some of the charity's administration, both for routine processes and ad hoc tasks. We are home-based, but roughly quarterly, we meet in London for a staff day and have occasional evening events for supporters; these are also currently in London.\*

### Specific responsibilities

- Own Salesforce for Pratham UK, make minor changes, and support the team in using it Pratham USA staff can make major changes and can support you where needed
- Thanking all donations by the next working day, often handwritten and exceeding the expectations of supporters
- Check main inboxes daily and respond to emails or triage them
- Support the smooth running of internal events, including staff away days
- Processing data, including due diligence check processes such as DBS, right to work and reference checks, running sanctions checks on suppliers
- Ensuring we comply with our policies, such as ensuring all mandatory staff training is up to date and spot-checking other processes
- Attend events, as a small team we are all hands on deck at these; they are likely to be outside your normal working hours, and we aspire to have about six such evenings a year\*

### Required Skills and Experience

- GCSE grade C or above in English and Maths, or equivalent
- A Salesforce qualification or experience and all-round excellent IT skills
- Able to maintain confidentiality and share information appropriately and professionally
- Excellent organisation skills and ability to learn quickly
- Excellent customer support skills and telephone manner
- Excellent attention to detail
- Problem-solving skills, ability to troubleshoot quickly, and ability to make decisions
- 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 & 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](mailto: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 have Salesforce experience but not in the other areas and want an informal conversation before applying, please email [nick@pratham.org.uk](mailto:nick@pratham.org.uk) to arrange a time. Please outline what Salesforce experience you have in the email as we may not be able to speak to everyone.

*\*If this is impossible for you, perhaps you are a single parent or live too far from London, it is possible the number you need to attend could be reduced.*