
MARKETING AND FUNDRAISING TRUSTEE

ABOUT THE WORLD WIDE EDUCATION PROJECT

The World Wide Education Project was established as a charity in 2015 to create access to quality education for children living in in countries affected by poverty, disasters and conflict.

We believe that quality education is vital in building a better world. Quality education results in positive change in raising income, improving health, promoting gender equality, mitigating climate change, and reducing poverty, and it provides the foundation to creating an equitable society.

Our objectives are:

- Providing and assisting in the provision of **infrastructure** and **supplies** for educational establishments in developing and disaster affected countries,
- Advancing the quality of education through the provision of **expert-led professional development programmes** and interventions for teachers and school leaders.
- Providing and assisting in the provision of **therapeutic care** for pupils and educational staff in developing and disaster affected countries.

So far, **we have delivered projects** in India, South Sudan, Pakistan, Tanzania, South Africa and Syria and we have **ongoing projects** in Kenya, Ghana, Nepal and Serbia.

We also work with UK schools to develop awareness, compassion and action for refugees and other young people who are deprived of an education because of poverty, natural disasters and conflict.

Find out more on our website www.wwep.org.uk

PURPOSE OF THE ROLE

The World Wide Education Project is expanding their Board to help us accelerate our growth and reach more people who need our help. This is an opportunity for someone with passion for and commitment to our cause, with a bit of marketing and fundraising know-how, make a big difference.

As a marketing and fundraising trustee, you will play a key role in raising our profile and connecting with our supporters. You will lead on creating and driving forward the marketing and fundraising strategy. You will be supported by colleagues on the Board and our Operational Director, but you will be in the driving seat.

We are currently a 'working board', and this is very much a hands-on role, so you'll need to be prepared to get stuck in and get stuff done. We love creators, but we also need people who can deliver.

So far we have used a range of methods to raise our profile and raise money, including:

- social media, primarily Twitter, which we use to let people know what we're up to;

- [#NakedTeaching day](#), a nationwide campaign to encourage school teachers to teach without resources for a whole day, to get an insight into what it is like for many of the teachers that we work with through our projects.
- The [Classroom Challenge](#) which engaged UK schools in raising money to build classrooms for Hope Primary School, Kakuma Refugee Camp
- The [Refugee Education Experience](#) is primarily a fundraising tool; it gives children and adults an insight into what it is like to attend school in a refugee camp, and at the same time is used to create educational resources for pupils in school we are working with.

You will join 4 other Board members; their roles and responsibilities, and the general roles and responsibilities of all trustees, can be found in the Appendix.

ROLE SUMMARY

- Develop the charity's marketing and fundraising strategy.
- Work with the Chair, Operational Director (OD) and other Trustees as relevant to identify and recruit volunteers to operationalise and deliver the marketing and fundraising plans.
- Initiate and lead significant projects involving UK schools for the purposes of raising awareness and funds, in collaboration with the Trustee for Partnerships & PR and Education.
- Lead on the redevelopment of the website to ensure it meets the needs of all stakeholders and supports the Charity's communication strategy.
- Work with the Trustee Education to commission copy for a monthly newsletter, ensure that the newsletter is sent out in a timely manner, monitor response rates and build the list of subscribers.
- In collaboration with the Trustees for Partnerships & PR, and Education, secure opportunities to promote The World Wide Education Project in the media.
- Ensure that marketing and fundraising activities comply with the law.

YOUR BACKGROUND AND SKILLS

We are looking for someone who is passionate about our mission and committed to making a difference.

You will need a background in marketing and/or fundraising and a flexible, imaginative approach to getting things done.

You will have strong knowledge of digital marketing methods and demonstrable experience of operating and managing digital marketing channels.

At least a basic understanding of the law in relation to marketing and fundraising is also needed.

TIME COMMITMENT

You will need to be able to commit around 8-10 hours per week for the first 6 months, and around 5-8 hours per week as we move towards 'business as usual'. You will also be expected to attend 1 meeting per month of approx. 2 hours. Meetings can be joined via Skype.

HOW TO APPLY



Like us on Facebook
@worldwideeducationproject

To apply, please send your CV along with a supporting statement to info@wwep.org.uk. You can submit your supporting statement as a written statement or you can submit an audio file or film. Your statement should be no more than 1000 words long, or 5 minutes of audio/film. In it, please tell us:

1. why you want to join our board;
2. your vision for the future of the World Wide Education Project;
3. what you would bring to the role and how this will help us grow.

Deadline: the deadline for applications is **5pm on Tuesday 25 April 2017**.

For **more information** about this role, about the exciting ideas we have for marketing, or The World Wide Education Project in general, please contact Simon Devine, Operational Director: simon.devine@wwep.org.uk, 07740 082 771 or Hannah Kingman, Trustee (Chair): hannah.kingman@wwep.org.uk, 0751 836 0182

INTERVIEWS

Applicants who are shortlisted for the role will be invited to interview. Interviews may be conducted via Skype.

APPENDIX

WORLD WIDE EDUCATION PROJECT BOARD OF TRUSTEES ROLES AND RESPONSIBILITIES

Legal obligations of all trustees

The following list outlines what all trustees must do under the law and therefore outlines the 'minimum expectations' for trustees:

- Set and maintain the vision, mission and values (annual/ongoing)
- Support the Chair to develop the strategic plan – provide advice and comments, and final approval (annual)
- Support the Trustee Marketing and Fundraising to develop the marketing and fundraising plans – provide advice, comments and final approval (annual)
- Receive updates from Board members on individual areas of responsibility and provide accountability to one another (ongoing)
- Support the Chair in ensuring that the Charity is well run and effective (ongoing)
- Monitor policies and manage risk, through quarterly reviews of the 'Statements, commitments and policies' document (quarterly)
- Be familiar with the governing document and support the Chair and Secretary in ensuring that the charity remains compliant with this (ongoing)
- Trustees are expected to attend at least 10 out of 12 meetings per year, either in person or via Skype/teleconference

Specified roles and responsibilities

The following specific duties are in addition to the above, which are expected of all trustees.

Trustee Role	Chair, Planning & HR Hannah Kingman	Secretary and Treasurer <i>(vacant)</i>	Education Isabella Wallace
Outline of role	<ul style="list-style-type: none"> • Provide structure and direction for the board of Trustees and enable the Board to fulfil their responsibilities for the overall governance and strategic direction of the organisation. • Work with the Secretary to ensure that the organisation pursues its objects as defined in 	<ul style="list-style-type: none"> • Assume guardianship of the legal and financial integrity of the organisation. • Work with the Chair to ensure that the organisation pursues its objects as defined in its governing document, charity law and other relevant 	<ul style="list-style-type: none"> • Support OD to recruit teacher trainers, build and maintain good relationships with them • Provide advice, guidance and support to teacher trainers as required • Lead on the developing quality assurance system for teacher

	<p>its governing document, charity law and other relevant legislation/regulations.</p> <ul style="list-style-type: none"> • Lead on the preparation of the strategic plan, consulting with Trustees and the Operational Director to ensure plans are realistic and achievable. • Work with the Operational Director (OD) to build and support a network of volunteers/activists to enhance the capacity of the organization to undertake key tasks relating to marketing, fundraising and other areas identified in the strategic plan. • Consult with OD on matters of strategy, governance, finance and HR. • Annually review the Board structure, role, staff relationships and ensure implementation of agreed changes/developments are carried out. • Develop organisational policies, define goals, targets and evaluate performance against agreed targets for approval by the Board. • Support the OD to set up employment procedures and volunteer recruitment policies on behalf of the Board. 	<p>legislation/regulations.</p> <ul style="list-style-type: none"> • Consult with OD and the charity's independent examiner or auditor on matters of finance. • Receive regular informal progress reports of the organisation's work and financial performance from the OD and provide written updates for Trustees. • Liaise regularly with the OD to maintain a clear grasp of the charity's financial position and to ensure full and timely financial transparency and information disclosure to the Board. • Ensure that the charity keeps proper accounts • Review the charity's financial performance • Ensure that the charity has robust and effective financial controls in place • Liaise with the OD • Report on financial matters to the Board of Trustees • Support the Chair in ensuring that meetings are effectively organised and minuted. 	<p>development programmes</p> <ul style="list-style-type: none"> • Actively build and nurture relationships with schools and other educational partners in the UK to secure support • Contribute written copy for the monthly newsletter • Identify, secure and deliver promotion of the charity at educational events such as conferences and trade shows. • Review and school development project plans prepared by the OD and present to the Trustees
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Trustee Role	Partnerships & PR Ian Gilbert	Marketing & Fundraising <i>(vacant)</i>
Outline of role	<ul style="list-style-type: none"> • Advise the Board on strategy and direction and act as a critical friend. • Contribute to setting the vision for the Charity. • Seek out and meet potential partners, corporate donors and supporters and make introductions to the OD and relevant Board members. • Be an active advocate of The World Wide Education Project • Seek out opportunities to promote the World-Wide Education Project in the media. • Nurture relationships with advocates to turn advocacy into active support. • Lead the development and promotion of #NakedTeaching day associated resources including a book and other merchandise. 	<ul style="list-style-type: none"> • Develop the charity’s marketing and fundraising plans. • Work with the Trustee Education to commission copy for a monthly newsletter, ensure that the newsletter is sent out in a timely manner and monitor response rates • Work with the Chair and OD and other Trustees as relevant to identify and recruit volunteers to operationalise and deliver the marketing and fundraising plans • Initiate and lead significant projects involving UK schools for the purposes of raising awareness and funds, in collaboration with the Trustee for Partnerships & PR and Education • In collaboration with the Trustees for Partnerships & PR, and Education, secure opportunities to promote The World Wide Education Project in the media • Ensure that marketing and fundraising activities comply with the law