

Position: Associate Director, Fundraising  
Location: Delhi

### **India's Learning Crisis**

With over 1.5 million schools and 260 million students, India has one of the largest and most complex education systems in the world. Through effective public policy, tremendous progress towards achieving universal primary education has been made. However, the pressing challenge of improving learning outcomes still remains. OECD'S PISA, Pratham's ASER, NCERT's National Achievement Survey all conclude that learning levels of students are well below age-appropriate levels. For instance, the ASER 2018 report found that only half of grade 5 children could read a grade 2 level text correctly.

### **Foundational Literacy and Numeracy**

The National Education Policy (NEP) – 2020 is a major milestone in India's education reforms- shifting from increasing access to education to ensuring quality of education. The NEP makes a strong pitch for the National Foundational Literacy and Numeracy (FLN) Mission, setting a deadline for 2025 to ensure universal acquisition of critical FLN skills (reading with comprehension and basic Math) among children. The policy states that achieving universal foundational literacy and numeracy in primary school and beyond is the highest priority for all the states and upon which, the achievement of all other goals are contingent on.

Language and Learning Foundation (LLF) is uniquely poised to contribute to the FLN mission and has been recognized as an advisor to the Government of India and literacy partner to multiple state governments for the same. LLF is therefore at a pivotal stage of its growth with a mission to improve foundational skills for 30 million Indian children in Grades 1 to 3 by 2025.

### **Language and Learning Foundation (LLF)**

[Language and Learning Foundation \(LLF\)](#) was founded in 2015, with a vision to develop strong foundational language and literacy among all children, to facilitate thinking and reasoning, through capacity building of teachers and teacher educators. LLF works with various state governments and has been recognized as a domain leader in language and literacy learning and multilingual education. LLF is also implementing India's first CSR-funded education Development Impact Bond (DIB) through its Learning Improvement Program in Haryana.

LLF's work has garnered support from leading education philanthropies including Bill and Melinda Gates Foundation, Central Square Foundation, Tata Trusts , HT Parekh Foundation, and UNICEF. With the support of their partners, LLF now works with the state governments of Haryana, UP, Gujarat, Rajasthan, Chhattisgarh and Odisha in various capacities to design and deliver state-led foundational learning programs.

### **About the founder**

[Dr. Dhir Jhingran](#) is an IAS-officer, whose deep interest in primary education led him to a PhD in the subject and eventually become a social entrepreneur. He has worked in the primary education sector for over two decades, within and outside the government. Within the government, he has served as Principal Secretary, Education with the Government of Assam, as a Director in the Ministry of Human Resource Development among others. Dr. Jhingran has also been associated with UNICEF India and Room to Read in various leadership and advisory capacities He has made significant contributions to the development and implementation of early grade reading programs in several countries in Asia and Africa and several states in India.

## Position summary:

LLF is looking to hire passionate professionals to take up key leadership positions to help shape its journey towards improving the quality of foundational learning for Indian children.

LLF is looking for a senior, experienced professional to lead their fundraising team. The Associate Director, Fundraising will be responsible for building out the fundraising function within LLF and will report directly to the Executive Director. He/ she will need to create an effective fundraising strategy to raise ~20 crores/ year from a combination of different types of funders including Domestic and Foreign Foundations, CSRs and HNIs.

## Key responsibilities:

- Fundraising Strategy and Implementation
  - Understand needs of the organization and all its programs, remain abreast of donor trends and design an effective fundraising strategy
  - Lead implementation of diversified fundraising strategy through partnerships with CSRs, HNIs, Domestic and Foreign Foundations
    - Generate leads, work with the program team to structure and write concept notes and proposals, follow up with different categories of funders, liaise with different internal stakeholders as needed, and take fundraising conversations to closure
- Building and Leveraging Relationships
  - Be the face of LLF at all appropriate forums and build partnerships with existing and potential donors and other stakeholders to raise funds
  - Deepen existing relationships and strategically leverage the founder's network and goodwill.
  - Support the work of Language and Learning Foundation USA Inc. (Section 501(c)(3) Charity registered in USA) in organising events and in fundraising for LLF.
- Communications and Collateral
  - Strengthen the current fundraising collateral including the pitch deck and sharpen the messaging/ pitch in accordance with Fundraising strategy and type of funder.
  - Develop and deliver a comprehensive communication strategy to support grant application, networking and reporting
  - Work with communication team to ensure messaging in newsletters, media and on the LLF website is aligned with the Fundraising strategy
- Donor Management
  - Ensure reporting requirements for all donors are met and reports are completed to deadlines
  - Enhance donor engagement working in close collaboration with program and product teams

## Qualifications, Skills, and Abilities

- Post graduate or equivalent degree required
- 12+ years of work experience and track record of high achievement in fundraising
- Have a deep understanding of the CSR, Indian Foundation and Foreign Foundations fundraising landscape with a well-developed personal network among key funders. Have a basic understanding of HNI and Retail fundraising landscape.
- Strong interpersonal skills, with experience in building and managing relationships
- Demonstrated expertise and proven experience in fundraising for non-profits

- Experience and expertise in overseeing the design of communication materials and social media marketing

### **Desired Qualities**

- Strong presentation and communications skills including the ability to liaise effectively with all types of donors
- Excellent people management and relationship management skills
- Team player, with the ability to work collaboratively as part of a small dynamic team
- Strong sense of ownership for quality of work, deliverables and outcomes
- Be highly organized and be able to manage and prioritize competing priorities
- Exhibit creativity and innovation in thought process and delivery
- Alignment with LLF's values and mission to help India's children learn
- Should be willing to travel as required

### **Compensation**

- Compensation and designation would be commensurate with candidate's experience and qualifications
- Remuneration will be competitive with Indian philanthropy pay scales and will depend upon the candidate's experience levels.

**Apply :** To apply fill in the [Google Form](#).

If you face any issues or have a specific query, you can send an email to: [hire@languageandlearningfoundation.org](mailto:hire@languageandlearningfoundation.org)