



COMMUNICATIONS & FUNDRAISING ASSOCIATE

ArtSparks Foundation is an educational not-for-profit organization that works to support the development of 21st century learning and life skills in children, particularly children from under-served communities. ArtSparks also supports the professional development of teachers/facilitators, encouraging them to reflect on their teaching practice, and explore new ways to enrich their students learning.

What We Do?

At ArtSparks, we believe that a great education should equip children with skills to handle life's complexities—skills such as problem solving, flexible thinking, creative risk-taking, perseverance, collaboration, communication, and so much more. We believe that creativity is a critically important skill for the future with far reaching benefits. And, that visual art & design provide rich and diverse opportunities to help foster meaningful learning. Through our programs, we create vibrant opportunities for learning, through the arts, that help develop essential 21st century learning and life skills in children, Grades 1-8. And, we help build the capacity of teachers/facilitators to create more enriched learning environments for their students.

Why 21st Century Learning & Life Skills?

"21st century learning skills are increasingly being recognized as the skills that separate students who are prepared for increasingly complex life and work environments in the 21st century, and those who are not" (Partnership for 21st Century Learning). In an age where change is the only constant, understanding and applying 21st century learning skills allows children to be adaptive and innovative in responding to new demands and changing circumstances. Life skills on the other hand form the core of children's social and emotional wellbeing. And, the extent to which children are able to apply them can determine how well they adjust and respond to life's myriad experiences. These skills must be nurtured within students.

Why Creativity?

Creativity is recognized as one of the most important skills for the next generation. Its value reaches well beyond the arts to affect every discipline and numerous industries. The ability to dream, take chances, and create the things we imagine. These are the skills of entrepreneurs, innovators, and changemakers. Children are born with these exceptional abilities, but research shows that over time they begin to lose them. We must offer rich opportunities that keep children's natural creativity alive.

Why Visual Art & Design?

Research indicates that robust art & design education contributes to the development of valuable thinking skills and attitudes whose benefits extend well beyond the art room (Harvard University; Wallace Foundation). The ability to pose questions, test ideas, take creative risks, solve problems, think flexibly, deal with ambiguity, collaborate effectively, are just some of the many skills and attitudes that are developed and strengthened through engagements with art. Involvement in the arts is also associated with gains in critical thinking and communication skills. Beyond this arts learning helps improve motivation, concentration, confidence, and teamwork. In fact, studies show that students with high involvement in the arts, particularly those from low-income communities, stay longer and perform better in schools in comparison to those that receive no arts education.

www.art-sparks.org | <https://www.instagram.com/artsparksfoundation/> | facebook.com/artsparksfoundation/



JOB DESCRIPTION

Role: Communications & Fundraising Associate (Full-Time)

Purpose: The primary purpose of this role is to both develop and execute the communications vertical of the organization, and utilize effective communication skills to find, bring forward, and engage donors through the creation of highly effective proposals, reports, presentations, and more. As Fundraising & Communications Associate you will also be responsible for print and digital communications to showcase the organizational and programmatic vision, the work, and impact to various stakeholders. Furthermore, as an excellent communicator with a passion for working for our cause of enriching children's learning and development through art, you will be tasked with transferring your passion and excitement to donors and other stakeholders, helping establish meaningful and productive relationships. In this role, you will report to the Executive Director.

Key Responsibilities: *(Include but are not limited to)*

Fundraising

- Develop fundraising plans and strategies and goals for timely execution
- Conduct research on best fundraising practices in the sector, identify new ideas on resource mobilization, and identify different fundraising channels and partners to pursue
- Support Executive Director and create fundraising proposals, RFP's, pitch presentations for potential new donors
- Organize and manage online fundraising campaigns, in-kind support and offline events for funds generation and visibility
- Maintain and update a donor database and individual donor files
- Liaise with the accounting team/CPA to send out 80G receipts to donors, and maintain records of the same
- Build donor relationships by maintaining effective communication with them. Prepare a donor calendar and send best wishes emailers during special occasions and festival periods
- Seek out and share creative gift ideas for the donors and implement some of these ideas

Communications

- Design a communications and branding strategy and annual plan with milestones along with the Executive Director and ensure its execution in a highly effective and timely manner
- Design a standard format/template to follow for all collaterals and documents to ensure that the right message is communicated across different stakeholders
- Collect testimonials from program teams, and directly from facilitators, students, partners, etc.
- Handle all the social media handles, identifying and reaching out to the target audience, using the right platforms to share, and undertaking data analytics for evaluating and utilizing the most effective channels
- Creating engaging and inspiring social media content, uploading it regularly and engaging the online community
- Create and share stories of change, write impactful case studies and identify the right platforms to share these stories
- Prepare engaging and inspiring quarterly newsletters, blogs/articles and annual reports that reflect the vision and value of the work undertaken
- Create pitch documents and presentations for recruitment of volunteers in coordination with the Volunteer Resource Manager
- Review and update the organization's website periodically
- Create a PR and media engagement plan along with press articles and press kits for events and releases
- Identify and organize different digital campaigns, events for speaking and sharing the organization's work

**Education & Experience:**

- Graduate or post-graduate degree (Education, Communications, Journalism, or any other relevant program)
- Minimum 2 years of relevant work experience
- Any experience in fundraising and communications would be an asset

Competencies:

- Possess an energetic and sunny personality with a genuine interest in communicating the organizations work and impact with others
- Possess strong relationship building skills, interpersonal skills and networking abilities to interact and engage various external stakeholders and the team
- Be fluent in English. Excellent verbal and written communication skills are especially needed for content creation, documentation, and report and proposal writing
- Possess the ability to influence and motivate people through speaking and writing
- Ability to organize work, prioritize, and multi-task effectively in order to ensure all deadlines pertaining to fundraising and communication are met without exception
- Possess strong work ethics and be self-motivated and proactive in taking initiative
- Possess excellent attention to detail, and be skilled at following up
- Proficiency in MS Office is required. Ability to use Canva, Mailchimp, etc. is beneficial. Basic video editing skills, while not necessary, can be an asset

Location

Bangalore

Compensation:

Salary will be commensurate with current market standards and candidate's prior experience.

Application:

We're looking for a dynamic and passionate individual to be part of our core team. Someone capable of rolling up their sleeves and actively managing, developing, and strengthen programming. If this is you, and you're passionate about serving children, believing that they deserve an education that unlocks their creative potential, this is the place for you. We believe that great people with shared enthusiasm, commitment, and hard work, can achieve wonderful things.

To Apply:

Please send a resume and detailed cover letter to employment@art-sparks.org