



UK-Based Fundraising and Communications Officer for UWS USA

Appointment brief
July 2025

UWS **EDUCATE THE FUTURE**
CHANGE THE FUTURE

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About UWS USA

UWS (United World Schools) was established to provide children in remote and marginalized communities with access to a quality, inclusive education where such opportunities previously did not exist. We deliver schools, train teachers, and strengthen education systems in Cambodia, Nepal, Madagascar, and Myanmar.

We do this because education accelerates poverty reduction, promotes female empowerment, and improves infant mortality rates. Today, approximately 244 million children worldwide are out of school. UWS wants to change that.

We collaborate with local partners, communities, and governments to achieve our goals. Our low-cost, high-impact model builds capacity, not dependency, ensuring that education systems continue to flourish beyond our involvement. By shifting our focus from delivering short-term change to empowering long-term change, we aim to go beyond educating the future to changing it.

United World Schools USA (UWS USA) was incorporated in 2019 as an Ambassador for UWS's work in the US and a fundraising entity for UWS programs.

Job description

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| Job title: | UK-Based Fundraising and Communications Officer for UWS USA |
| Location: | London Area (with minimum 2 days p/w at the London Office) |
| Job type: | Part-time position (25 hours per week) |
| Salary: | £28,000 - £32,000 (pro- rata) dependent on skills and experience |

We're seeking a dedicated, passionate, and creative professional based in the UK to serve as the critical bridge between our London headquarters and US operations. This role requires an individual with experience in marketing and communications who can work closely with the global communications team to translate program information, impact stories, and organizational updates into compelling content explicitly tailored for US audiences and donors.

As our UK-based Fundraising and Communications Officer for UWS USA, you will be integrated into our information flow, working closely with colleagues who receive real-time updates from Cambodia, Nepal, Madagascar, and Myanmar. You'll transform this content into US-focused campaigns, donor communications, event invitations, and marketing materials that resonate with American supporters while maintaining the authenticity and impact of our global mission.

Key responsibilities

Content Bridge & Collaboration

- Work directly with the Global Communications team to access program updates, impact data, and stories from Cambodia, Nepal, Madagascar, and Myanmar, coordinating with country-based teams through the UK headquarters to source authentic content
- Transform UK-sourced content into US-tailored messaging that resonates with American donors and supporters while maintaining a consistent tone of voice across all communications

US-Focused Marketing & Communications

- Under the direction of the US Executive Director, create and deliver compelling content designed explicitly for US audiences to drive brand awareness, donations, and engagement
- With guidance from Global MarComms, implement a multi-channel marketing plan that reflects the strategy of Global MarComms whilst ensuring this plan speaks to a US audience

Job description

Digital Asset Management & Donor Stewardship

- Update and maintain the UWS USA website with current program information and impact stories
- Create and source engaging assets for US-based events, fundraising campaigns, and donor communications using real-time program information
- Map and manage donor journeys and stewardship touchpoints, developing recurring donor programs through compelling impact promotion and reporting

Strategic Communication Support

- Support the development and maintenance of US brand messaging that aligns with global UWS values
- Analyze and report on US-specific content and digital performance
- Assist with US public figure and influencer programs, creating appropriate assets and proposals

Why This Role Matters

This position addresses a critical need in our organizational structure by ensuring that vital program information and impact stories flow seamlessly from our field operations to UK headquarters and then to our US supporters. You'll be instrumental in maintaining donor engagement and transparency, ensuring our American audience remains connected to the need for their support and the real-time impact of their contributions.

United World Schools USA (UWS USA) is an equal opportunity employer that actively promotes diversity and strongly encourages applications from individuals from Black, Asian, and Minority Ethnic communities, as well as underrepresented groups. UWS USA is committed to safeguarding children, and ensuring we recruit safely is central to this commitment.



Person specification

Essential Requirements

- 2+ years of experience in marketing and communications, preferably with international organizations
- Strong understanding of US market dynamics and donor behaviors, with the ability to adapt content for American audiences
- Experience working within or closely with UK-based organizations that serve international markets
- Proven ability to collaborate across teams** and manage content flow between different organizational units
- Experience creating content for social media, websites, and fundraising materials that is accessible and engaging
- Good knowledge of content management systems and basic web editing
- Excellent organization and project management skills with the ability to coordinate across time zones
- Strong attention to detail and ability to work in a fast-paced, international environment
- Experience in international development (either in Marketing/Communications or other capacity)
- Genuine passion for education and global development

Desirable Requirements

- Previous experience working between UK headquarters and US operations for international charities
- Knowledge of both the UK and US digital charity landscapes, including platform preferences and engagement strategies
- Working knowledge of Adobe Creative Suite, Canva, and email marketing platforms (Constant Contact)
- Understanding of US fundraising regulations and best practices
- Experience with Google Analytics and cross-market performance analysis
- Ability to create simple designs and edit marketing videos
- Experience writing website copy for SEO in the US markets



More information

Benefits

As a UWS member of staff, you are one of the organisation's most important assets. We want you to love working for us, and to feel supported in maintaining a healthy work-life balance, and to develop personally and professionally while you're with us to give us your best!

Holidays

25 days annual leave plus 8 statutory bank holidays per calendar year. (pro-rata'd)

2 wellbeing and 2 L&D days per year (pro-rata'd)

HealthShield Cash plan with money back on dental and optical.

Pension

4% employer contribution to pension

Flexible Working

In order to support all staff in maintaining a healthy work-life balance, we offer flexible working.

Learning and development

The quality of United World Schools staff is paramount to the organisation's success, and as our activities and ambitions evolve and develop, so too do we need our staff to. United World Schools positively assesses the skills and experience of staff regularly and offers opportunities for learning and development.



How to apply

To apply please send the following:

- An up to date CV
- A Supporting Statement (no more than 2 x A4 pages) highlighting your suitability for the position and why you are interested

All applications will be treated in the strictest confidence.

UWS is committed to the safeguarding of children and ensuring we recruit safely is central to this commitment. All applicants will be required to undertake a DBS (Disclosure and Barring Service check (or country-equivalent background check) as a condition of employment.

UWS is an equal opportunity employer and commits to treating all applicants fairly. We actively promote diversity and inclusion and encourage applications from under-represented groups. We oppose all forms of unlawful and unfair discrimination on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

Applications are being reviewed on a rolling basis so please submit your completed application to hannah.whittington@harrishill.co.uk ASAP.



Thank for you reading our appointment brief. If you wish to have an informal discussion, have any queries on any aspect of the appointment process, or need additional information please contact **Hannah Whittington** at **Harris Hill** on **020 7820 7302** or **hannah.whittington@harrishill.co.uk**.

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