



SENIOR FUNDRAISING AND MARKETING OFFICER

JOB PACK



Introducing Harington

Harington is an Ofsted regulated Independent Training Provider, based in North London, working with around 50 young people with learning differences aged 16-25. Our mission is to create an inclusive environment that delivers outstanding personalised education, learning, and support, which leads to further education, employment opportunities, and a fulfilling life for each of our students.

We specialise in horticulture, retail and employability skills. Our students undertake individualised learning programmes and Supported Internships that lead to vocational qualifications and achieving personal outcomes. We support the wellbeing of our young people through providing mentoring, counselling, enrichment and one-to-one support.

Our charity has two learning centres in Highgate and Hornsey. We also operate a gardening business and two charity shops, providing income for our charity, work experience placements for our students and employment for young people. We work with local employers and partners to provide work experience and other opportunities for our students.

The Role

This is an exciting time to join the Harington, as we have recently been inspected by Ofsted and have retained our grade of 'Good'. We want to ensure that Harington is able to fulfil and secure its mission to benefit our young people, both now and into the future.

We have a wonderful opportunity for a dynamic and experienced Senior Fundraising and Marketing Officer to join our team. As a Senior Fundraising and Marketing Officer, you will help us grow the support we need to continue making a real difference in the lives of young people. This role is an exciting opportunity to combine fundraising expertise with creative marketing strategies to expand Harington's impact.

Our Benefits

In addition to excellent staff training, our employees are also rewarded with various other benefits offered as part of your employment:

- Confidential employee assistance programme
- Cycle to Work Scheme
- Fully paid for DBS
- Contributory pension scheme

Confirmation of appointment is subject to a satisfactory 6-month probation period.

Equality, Diversity & Inclusion

We value diversity and positively welcome applications from all backgrounds. This will help ensure our workforce better reflects the diverse wider community we support. Applicants who declare a disability and meet the minimum criteria for the role will be guaranteed an interview.

Safeguarding

We are committed to safeguarding and promoting the wellbeing and safety of our students and our staff. We expect everybody working for the Harington to share this commitment. The successful applicant will be required to undertake an enhanced disclosure through the Disclosure and Barring Service for applications of employment as part of our safeguarding procedures.

Some of our positions involve regulated activity relevant to vulnerable children, adults and young people. It is a criminal offence for people who are barred from working in regulated activity to apply for roles that require them to work unsupervised with that particular group. Our vacancies are exempt from the Rehabilitation of Offenders Act 1974.

How can you apply?

Please send your **CV (maximum 3 pages)** and **cover letter addressing the requirements of the Person Specification (maximum 2 pages)** to info@harington.org.uk by **Tuesday 22nd April 2025**.

All offers are conditional and subject to satisfactory pre-employment checks and references including an enhanced DBS check.



Harington Job Description

JOB TITLE:	Senior Fundraising and Marketing Officer
REPORTING TO:	Head of Finance and Operations
SALARY:	£42,000 - £45,000 depending on experience
HOURS:	37.5 hours per week
CONTRACT TERM:	Permanent

Main Functions

This role will be responsible for: -

- securing the income we need from trusts, foundations, statutory sources and the local community. You will manage our grants, contracts and funding relationships, develop and maintain a CRM system, and help us understand and better articulate the difference we make (60%).
- growing our income from individual donors through community fundraising campaigns, events and activities (20%).
- widening our audience and engaging new supporters through effective marketing and communication (20%).

Key Responsibilities

- 1) **To secure and grow our income from trusts, foundations and statutory organisations:**
 - a) Proactively research, identify, build and develop relationships with trusts, foundations and statutory organisations likely to consider applications from Harington.
 - b) Plan and manage the schedule of applications and reporting to funders, taking into consideration Harington's financial requirements, its strategic and operational priorities, and the external opportunities.
 - c) Work effectively with colleagues, beneficiaries and partners to submit successful funding applications; including developing budgets and delivery plans, generating

evidence, co ordinating and quality assuring submissions.

- d) Collaborate with colleagues and partners to steward donor relationships and project manage donor visits, engagement, feedback and enquiries.
 - e) Plan and monitor the income pipeline, providing regular reports to the Principal/CEO, Management Team and Trustees on progress, risk, opportunity and learning.
 - f) Proactively research, identify and implement ongoing improvements to meet sector good practice in the Harington's fundraising endeavours, and learn from unsuccessful bids.
- 2) To secure and grow our income from individual donors:**
- a) Develop community campaigns that attract high value donors through regular or one-off giving. Over time, there is also an opportunity to build good relationships with several local schools, businesses and other charitable organisations.
 - b) Work with the Friends of Harington to support fundraising activities and events and donations from local individuals.
- 3) To widen the audience and engage new supporters through effective marketing and communication:**
- a) Help lead the strategic marketing of Harington's services and events, ensuring clear, compelling, and targeted promotion to maximise engagement and reach.
 - b) Help oversee and enhance marketing and communication channels, including digital platforms, social media, and partnerships, to increase visibility and engagement.
 - c) Develop and implement audience-focused campaigns – with a particular focus on social media - that effectively showcase Harington's impact, attract new supporters, and strengthen relationships with stakeholders, funders, and partners.
- 4) To assist in developing our impact measurement and monitoring systems to evaluate fundraising activities:**
- a) Work with operational teams to develop and track measures, indicators and outcomes that enable us to better understand, deliver and account for the difference we make.
 - b) Help lead on the development of a strong impact reports which will showcase Harington's work, outcomes delivered and the difference made, reinforcing its case for funding and partnerships.
 - c) Contribute to developing a culture of purposeful curiosity, creating and maximising opportunities for shared learning and continuous improvement.
- 5) To develop and maintain professional planning processes and records, including:**
- a) Owning and continuously improving the Harington 'Case for Support', and other fundraising collateral, such as case studies, evaluations, evidence and impact and other reports.
 - b) Maintaining and regularly updating professional records; including contracts, reports, donor and beneficiary data and correspondence and monitoring budgets.

6) General duties

- a) To exhibit Harington's values, acting as an ambassador for and champion of Harington;
- b) To be committed to professional development and continuous improvement;
- c) Demonstrate commitment to, and take responsibility for, safeguarding children, young people and adults at risk, in the context of your role;
- d) Demonstrate commitment to the principles of justice, equality, diversity and inclusion;
- e) To supervise, volunteers, interns and staff, as required; and
- f) To participate in wider activities to support our work, including infrequent and planned evening or weekend work, contributing to Harington's wider strategy, ethos and development.

Harington Scheme
Person Specification
Senior Fundraising and Marketing Officer

Selection Criteria	Essential (E) Desirable (D)	Assessment Method
Experience		
18-24 months of prior fundraising experience, with relevant transferable skills and experience	E	AF, I
Experience of successfully prospecting for, preparing and managing fundraising bids and stewarding funder/commissioner relationships	E	AF, I
Experience in successful marketing and/or communications which results in increased donations, supporters or sales	E	AF, I
Experience in using Customer Relationship Management (CRM) software	E	AF, I
Skills and abilities		
No formal education qualifications are required. Post holders are expected to demonstrate the requisite literacy and numeracy skills for prospecting, developing and managing significant (> £10,000pa), high quality funding bids and advising on funding, policy, regulatory and contractual requirements.	E	AF, I
Qualifications evidencing high degrees of literacy and numeracy (equivalent to Grade B or above at GCSE in English and Maths)	E	AF
Professional fundraising qualification and evidence of ongoing professional development	D	AF, I
Required Skills and Knowledge		

Excellent communication skills, such that you are to present complex information in a clear and compelling narrative, write winning funding bids and submit accessible and robust reports.	E	AF, I
Great organisational skills, with the ability to plan, to prioritise, to manage workloads under pressure, and to meet strict deadlines	E	AF, I
Confident budget development, data analysis, and financial reporting skills	E	AF, I
Highly proficient in the use of ICT	E	AF, I
Knowledge of the charity sector, funders and funding environment	E	AF, I
Knowledge of impact measurement approaches and their application	D	AF, I
Other		
Highly motivated and self-starting	E	AF, I
A confident communicator with the enthusiasm to motivate others to the cause	E	AF, I
Able to forge effective internal and external working relationships	E	AF, I
Able to work flexibly and adapt to change	E	AF, I
Knowledge of/commitment to equal opportunities and anti-discriminatory practice	E	I
Commitment to safeguarding and improving the well-being of children/vulnerable adults and the ability to follow safeguarding procedures	E	I
Enhanced DBS Disclosure	E	I
Willingness to undertake CPD as required	E	AF, I

This post involves working closely with young people and vulnerable adults therefore appointment will be subject to an Enhanced DBS Disclosure with Barred List check