



## Schools for Every Child

### Fundraising & Marketing Officer

#### Job details

**Payscale:** Grade NJC 6-8, Payscale Range NJC 13 - NJC28)

**Salary:** Approx £29,064 to £39,152

**Contract type:** Fixed Term for 1 year, part time

**Working Pattern:** 35hrs per week, Term time only

**Reporting to:** COO

**Position Start Date:** 01/09/2026

#### Main purpose

To lead and coordinate strategic initiatives that increase external income, pupil numbers and public profile across the Trust. The postholder will develop sustainable funding streams, strengthen the Trust's reputation, and support school-level growth, with the expectation that the role becomes financially self-sustaining through the income and value it generates. This is a fixed-term post (1 year), with continuation expected, subject to the role demonstrably generating income or a measurable financial benefit equivalent to or exceeding its cost.

(Generating at least salary+oncosts+50% income in first year)

The postholder will be responsible for delivering against five core objectives:

#### Duties and responsibilities

##### 1. Increase Charitable Giving and Philanthropic Support

Develop and grow a culture of voluntary giving to support the Trust's charitable mission, including:

- Designing and delivering ethical, values-led fundraising approaches for individuals, alumni, community members and local partners
- Building long-term relationships with supporters and donors
- Creating clear, compelling cases for support linked to disadvantaged pupils, enrichment and capital projects
- Ensuring all fundraising activity aligns with charity law and the Trust's ethos

##### 2. Increase Pupil Numbers (Mid-Year and Main Intake)

Support schools to maximise pupil recruitment, reputation and retention by:

- Working with school leaders to develop and articulate each school's strengths and offer
- Planning and delivering engaging open events, showcase evenings and school tours for prospective families
- Organising informal community engagement events such as coffee mornings and welcome sessions to build trust with local families
- Representing the Trust and its schools at community events, fairs and local gatherings to raise visibility
- Building relationships with local nurseries, pre-schools and early years providers to strengthen transition into Reception
- Developing links with community organisations, family support services and local groups to ensure families know what our schools offer
- Exploring appropriate ways to raise awareness through local venues and services frequently used by families, such as community centres and health settings
- Supporting schools with transition strategies that help new pupils and families feel confident joining mid-year
- Analysing local demographic, housing and admissions data to identify recruitment opportunities and emerging risks
- Supporting marketing and communications activity that positively positions the Trust's schools with families, both online and in print

### **3. Increase Grant Applications and Success Rates**

Lead the Trust's grant funding strategy by:

- Identifying relevant local, national and charitable funding opportunities
- Coordinating high-quality, evidence-informed funding applications
- Working with school and Trust leaders to scope projects suitable for external funding
- Tracking outcomes and impact to strengthen future bids

### **4. Increase Social and Traditional Media Presence**

Enhance the Trust's public profile and reputation through:

- Developing a coherent Trust-wide communications and storytelling approach
- Increasing positive coverage in local and regional media
- Growing and coordinating social media presence across the Trust
- Showcasing pupil success, community impact and innovative practice in a way that supports recruitment and funding

### **5. Develop Additional Income Generation Streams**

Identify and help implement further ethical income opportunities, such as:

- Community use of facilities
- Events, partnerships and sponsorship
- Social enterprise-style initiatives aligned with the Trust's values
- Other sustainable, mission-aligned revenue streams

### **Key Responsibilities**

- Produce and deliver an annual Partnerships and Income Generation Plan
- Work closely with Headteachers, the CEO and central leaders to align activity with Trust priorities
- Monitor and report termly on income generated, pipeline opportunities and return on investment
- Ensure all activity reflects the Trust's charitable objects and public benefit duty
- Maintain accurate records of bids, donors, partners and outcomes

## Person specification

We are looking for someone who:

- Has experience in fundraising, bid writing, marketing, partnerships or business development
- Is highly organised and target-driven
- Can build warm, professional relationships with a wide range of stakeholders
- Writes persuasively and clearly for different audiences
- Understands or can quickly learn the education and charity context
- Is motivated by social impact, not just income

The job description is current at the date shown but in consultation with you, may be changed by the CEO to reflect or anticipate changes in the job commensurate with the grade and job title.

I acknowledge that I have seen and received a copy of the job description

Signed

Full Name

Job Title

Date of signature