Director of Fundraising and Marketing
The Harpur Trust and Bedford Giving

An opportunity to think entrepreneurially, build ambitious partnerships and make a lasting difference to the lives of children and young people.

Are you an entrepreneurial fundraising and marketing leader who enjoys turning ideas into impact? Do you have the vision to develop new income streams, build effective marketing strategies and create compelling propositions that inspire people?

The Harpur Trust and Bedford Giving are looking for an ambitious Director of Fundraising and Marketing to lead their fundraising, marketing and communications activity, bringing together strategic thinking, commercial creativity and a commitment to improving young lives.

This is an opportunity to shape an evolving portfolio of work across two closely connected but distinct organisations, combining established charitable and educational provision with an innovative, partnership-led approach to local philanthropy.

Location: Bedford, potential for hybrid working with a minimum of three days on site

About the organisations

The Harpur Trust is a major UK place-based charity with a mission to nurture potential and improve people's lives. Through its strategy, *Together for Bedford*, the Trust is committed to helping more children and young people facing disadvantage achieve their potential. The Harpur Trust provides high-quality education through its four schools, an impactful bursary programme and focuses on maximising its contribution to the wider Bedford community.

Bedford Giving brings a complementary approach. Founded in 2022, Bedford Giving is a collaboration of businesses, foundations, individuals and charities working together to create a brighter future for the next generation. Led by its own independent board and hosted by The Harpur Trust, which funds its support costs,

Bedford Giving brings partners together to raise and commit funding to projects supporting children and young people across Bedford. To date, Bedford Giving has raised and committed £2.32 million over six years.

The relationship creates an exciting opportunity to connect the Trust's established charitable and educational work with Bedford Giving's collaborative approach to community philanthropy, while recognising the distinct priorities, stakeholders and brands of each organisation.

The opportunity

Reporting to the Chief Executive and accountable to both Boards, you will lead the development and delivery of fundraising, marketing and communications strategies for The Harpur Trust and Bedford Giving.

For Bedford Giving, you will build on existing momentum, identifying new opportunities to attract funding from businesses, trusts, foundations and major donors. You will develop partnerships, engage volunteers and supporters, and help grow the resources available to projects that improve outcomes for children and young people in Bedford.

Alongside this, you will lead strategic marketing activity for Bedford Giving and The Harpur Trust, working collaboratively with the marketing leaders within the Trust's four schools. Across both organisations, you will strengthen brands, develop engaging communications and social media strategies, and ensure activity translates into measurable improvements in income, reach, profile and engagement. You will also support the development of fundraising opportunities for the Trust's wider work, including its Accelerator Programme and bursary provision.

Leading a small, dedicated team, you will work closely with the Chief Executive, senior leadership teams, school marketing leads, the Bedford Giving Board and a diverse network of external partners. You will bring people together around shared ambitions, balancing strategic leadership with the ability to turn plans into action.

About you

You will be an experienced fundraising and marketing professional with the entrepreneurial mindset to spot opportunities, develop compelling propositions and translate them into tangible results.

You will bring:

- **A strong track record in fundraising**, including success in securing six-figure annual targets, with experience of corporate partnerships, major donors or foundations.
- **Strategic marketing expertise**, including developing brand and marketing strategies that support organisational objectives.
- **An entrepreneurial approach to income generation**, with the creativity and commercial awareness to develop new funding opportunities, build partnerships and turn relationships into lasting support.
- **Credibility as a senior leader**, able to contribute to strategic decision-making, manage budgets, lead and develop a team, and deliver results through others.
- **Exceptional relationship-building skills**, with the confidence to engage and influence a wide range of stakeholders, from business leaders and philanthropists to school colleagues, trustees and community partners.
- **The ability to navigate complexity**, working collaboratively and diplomatically across two organisations with distinct identities, priorities and governance arrangements.

Above all, you will be motivated by the opportunity to bring people and resources together to improve children's lives.

We welcome applications from candidates from all backgrounds and are committed to an inclusive recruitment process.

For an informal and confidential discussion, please contact **Anna Gardet, Director of Executive Search**, or **Erica Ritchie, Recruitment Consultant**, at Giving Back Recruitment: anna@givingbackrecruitment.co.uk or erica@givingbackrecruitment.co.uk

Closing date: Sunday 22 November 2026
First round interviews with Giving Back Recruitment: 25-30 November 2026
Engagement with key stakeholders: 4 December 2026
Interviews with The Harpur Trust and Bedford Giving: 7-8 December 2026