



CANDIDATE PACK FOR DIRECTOR OF FUNDRAISING

WELCOME

Thank you for your interest in becoming Norwood's next Director of Fundraising.

Norwood supports and empowers neurodiverse children, their families and people with neurodevelopmental disabilities to live their best lives.

Norwood is the oldest Jewish charity and has been privileged to receive Royal Patronage since 1815. Norwood works with local authorities, to deliver wide-ranging services including residential and supported living accommodation and short-breaks facilities, as well as a range of support groups aimed at the whole family, not just the individual. It costs £32m a year to run Norwood's life-changing services, of which £12m must be raised from voluntary donations.

We are now seeking an exceptional Director Fundraising to join our senior leadership team in providing vision, leadership and direction to ensure Norwood achieves its strategic priorities with particular responsibility for growing the fundraising income and impact.

Jewish communal values are at the heart of Norwood's services and Norwood is well-regarded and supported by the community. Our homes and organisation as a whole have a rich Jewish ethos running through them, and the people we support, who are predominantly although not uniformly Jewish, are supported to embrace their Jewish culture and values in a way that is meaningful to them and are empowered to be as independent as possible. You need not be Jewish to join our team. Each new member of the team receives Jewish cultural training as part of their wider induction to support them to integrate into the organisation's culture and embrace our values.

You will be a proven strategic leader, have a strong track record of achievement in fundraising, and be comfortable operating with both senior leadership and the Board in a complex organisation. With excellent interpersonal skills and proven ability to lead a diverse team, you will be instrumental in strengthening our fundraising capabilities. Importantly, you will be someone who cares deeply about our work, and our values.

You will work closely with the Chief Executive, senior leadership colleagues and the Board of Trustees to determine the forward-thinking direction of the charity, as well as contributing to the implementation of our new corporate strategy.

Our work is vital in supporting thousands of people and their families to achieve more than they ever thought possible.

If this excites you and you have the skills and attributes we are looking for, we would be very pleased to hear from you.

Naomi Dickson, Chief Executive



ABOUT US

WHO WE ARE

Norwood supports and empowers neurodiverse children, their families and people with neurodevelopmental disabilities to live their best lives.

Our services are delivered to the Jewish community by a workforce made up of around 700 staff and hundreds of dedicated volunteers.

OUR VISION AND MISSION

Our vision is of a world where Jewish people of all ages with neurodevelopmental disabilities and neurodiversity can:

Live fulfilled, ordinary Jewish lives	Enjoy sustained, positive physical and mental wellbeing	Participate as valued members of the Jewish and wider community	Live as independently as possible in a place that feels like home
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Our mission is to empower Jewish people of all ages with neurodiversity or neurodevelopmental disabilities, along with their families, to lead fulfilled lives in communities that value them.

OUR VALUES

Underpinning everything we do are our values.

Chessed

Kindness

We create an environment where everyone can thrive.

*"The world is built with loving kindness."
(Psalms)*



Our behaviours:

- Empathy** ~ We understand diverse perspectives and experiences.
- Compassion** ~ We are considerate of others and are generous with our time.
- Supportive** ~ We build and maintain positive relationships.

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Kavod

Respect

We respect people's human rights and act with integrity.

*"Who is respected? One who respects everyone they meet."
(Ethics of the Fathers)*



Our behaviours:

- Dignity** ~ We value and respect people, recognising their right to choice.
- Integrity** ~ We do the right thing even though no one may be watching.
- Fairness** ~ We treat others how we would wish to be treated ourselves.

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Beitenu

Belonging

We pride ourselves on being a Norwood Family.

*"All people are responsible for one another."
(Talmud)*



Our behaviours:

- Trust** ~ We build a safe environment for people to flourish.
- Inclusivity** ~ We value difference and celebrate diverse voices.
- Collaboration** ~ We connect with others to form a positive community.


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Chayim

Empowerment

We enable people to reach their potential.

*"Choose life, so that you and those after you may live."
(Deuteronomy)*

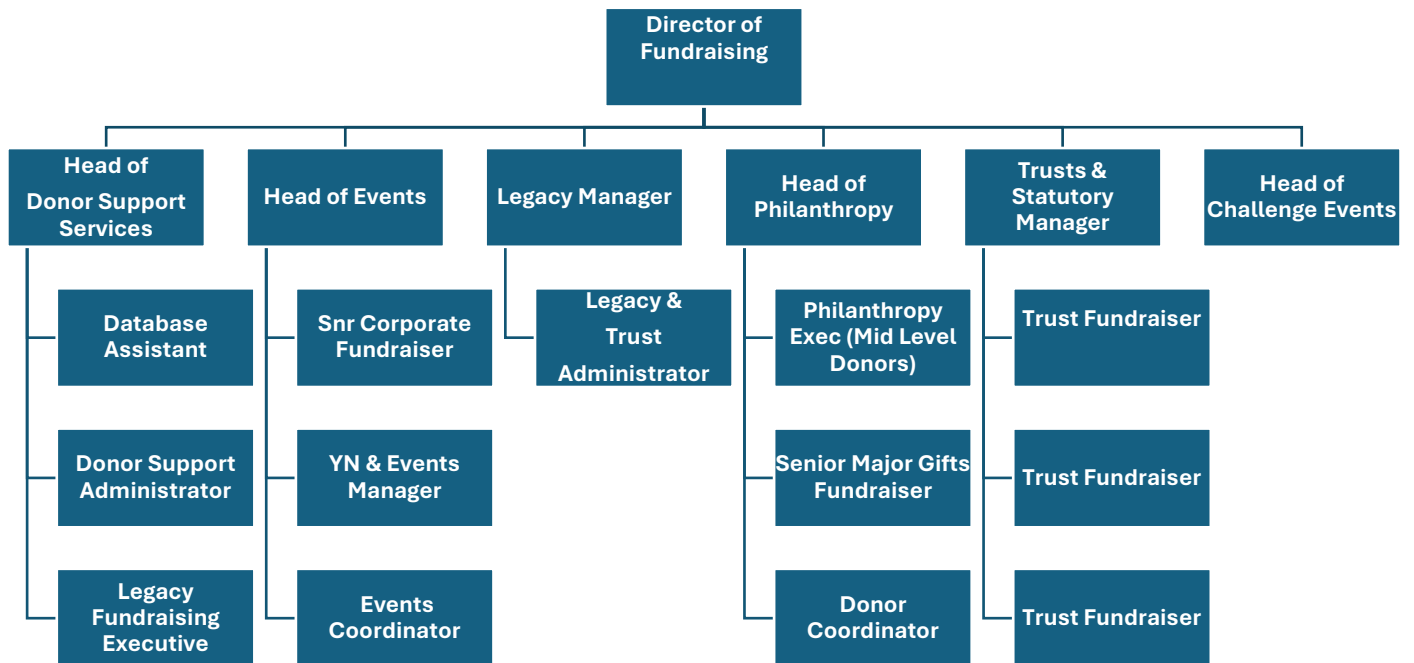


Our behaviours:

- Accountability** ~ We make a positive impact and get things done, owning our actions and decisions.
- Innovation** ~ We encourage people to be curious, take opportunities and learn from experiences.
- Ambition** ~ We strive for success in everything we do.

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FUNDRAISING DEPARTMENT STRUCTURE



NORWOOD STRATEGY

Norwood has a unique position as one of the largest Jewish providers of support to people of all ages with a neurodevelopmental disability and neurodiversity.

We are both a modern provider of social care to many people, and a charity with a long legacy of serving the Jewish community. We are proud to do both.

Our strategic plan for 2024-2027 is based on our 4 pillars of service:



Underpinning these delivery pillars, we must shore up our organisation foundations – the culture, infrastructure, systems and policies that make Norwood the most dynamic, well-led organisation it can be.

JOB DESCRIPTION

Job Title: Director of Fundraising

Accountable to: Chief Executive Officer

Responsible for: Fundraising, Events

PURPOSE OF THE ROLE

To work actively with the Chief Executive and other Directors in providing vision, leadership and direction to ensure Norwood achieves its strategic priorities with particular responsibility for growing the fundraising income and impact.

The Director of Fundraising will lead a coherent, strategic approach to our fundraising activities, ensuring alignment between the organisation's priorities and its fundraising strategy.

MAIN DUTIES AND RESPONSIBILITIES

Leadership

- Collaborate with the Chief Executive and senior leadership team to provide vision, leadership and direction across the organisation, including by supporting the development and implementation of Norwood's strategy.
- As a member of the senior leadership team, support cultural change and role model a collaborative and enabling approach to leadership.
- To act as a positive ambassador for Norwood, providing representation to external bodies and supporting the development of strategic partnerships.
- Lead the fundraising directorate, as well as associated fundraising campaigns, events, data and databases, cultivating a positive culture of inclusion, continuous improvement, high performance, and engagement.

Income generation

- Accountable for developing and implementing a new and ambitious fundraising strategy to step-change voluntary income and impact.

- Deliver the long-term fundraising income growth target, including by finding opportunities to accelerate progress, engagement of prospects and donors through events, and inspiring and retaining supporters to grow income.
- Deliver the annual voluntary income target within budget and optimise opportunities to exceed income projections.
- Advise the CEO, Senior Leadership team and Board on the fundraising implications associated with proposed plans and courses of action.
- Develop and manage key external stakeholder relationships, including with donors and corporate partners.
- Prioritise more impactful donor opportunities, and improve the donor experience, focusing on major and principal gifts and growing individual giving including via events.

Operational Management

- Lead the development of fundraising best practices to drive efficiencies and effectiveness including by improving systems and processes and donor engagement and care.
- Oversee monitoring, evaluation and reporting, ensuring a data drive approach for fundraising and the provision of reliable and useful management information.
- Work closely with the Marketing and Communications directorate to ensure effective marketing and communications strategies to support Fundraising activities.
- Ensure all activities are compliant with relevant internal policies and external legislation.

GENERAL

1. To maintain confidentiality at all times and to ensure respect for, proper observance of and adherence to Norwood's confidentiality policy for all staff.
2. To take all reasonable care of the health and safety of her/himself and of other persons who may be affected by her/his acts or omissions. As regards to any duty or requirement imposed upon the organisation by or under any of the relevant statutory provisions, to co-operate with the organisation as far as it necessary to enable that duty or requirement to be performed or complied with.
3. To work at any other Norwood location, as and when required.
4. To undertake any other duties which are consistent with the post.

This job description is not an exhaustive list of duties, responsibilities and characteristics and is subject to change in accordance with the needs of the service.

PERSON SPECIFICATION

EXPERIENCE

Essential

- Experience of working closely with the Board, fundraising sub-committees, CEO and Senior Leadership.
- Successful track record of leading and achievement in fundraising at a senior leadership level.
- Demonstrable experience of developing and implementing fundraising strategies that achieve growth and impact, with a track record of securing high levels of income.
- Experience of leading, developing and motivating multi-disciplinary teams, working closely with function leads.
- Experience of working in a challenging, complex and changing environment.

Desirable

- Experience of working in the social care sector.

KNOWLEDGE AND SKILLS

- Deep knowledge of the Jewish community and ability to work across its different denominations.
- Ability to think commercially and act strategically, developing innovative solutions to address key corporate priorities.
- Excellent communication skills.
- Highly developed influencing and networking skills; able to develop good, trusting relationships across Norwood, its stakeholders and partners.
- An appreciation of fundraising in the charity sector.

ATTRIBUTES

- An entrepreneurial character.
- A clear strategic thinker.
- A champion of Norwood's mission, vision and values with a strong customer focus and a commitment to high standards of quality and performance.
- Sensitive to the Jewish context in which Norwood operates and its community.
- Personal and professional credibility and integrity to command the confidence of Trustees, leadership, senior managers, staff, the local community, external partners and other stakeholders.
- Highly motivated and resilient
- Excellent leadership skills - demonstrating inclusion, collaboration and empathy, with the ability to lead change successfully.

TERMS OF APPOINTMENT

SALARY

The salary for this role is £90,000 to £100,000 per annum on a full-time (35 hours) permanent basis.

LOCATION

Stanmore, London

PENSION

Defined contribution scheme with 5% employer contributions.

ANNUAL LEAVE

21 days annual leave plus UK bank holidays and Jewish festivals

ADDITIONAL BENEFITS

Hybrid working
1pm finish on a Friday

HOW TO APPLY

We hope you will consider making an application online. If you have questions about the appointment and would find it helpful to have an informal conversation first, please contact Kerry Young via kerry.young@norwood.org.uk who will be happy to arrange a call.

Closing date: Friday 29th November 2024

Preliminary interviews: Early December 2024

Stakeholder interviews: Mid December 2024

Final presentations and interviews to the panel: Mid December 2024

Appointment decision and feedback: Before Christmas 2024