



ASSISTANT DIRECTOR OF FUNDRAISING AND COMMUNITY ENGAGEMENT

Information for applicants

January 2020

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WELCOME



Thank you for your interest in joining Norwood and for wanting to take up the exciting opportunity of leading our fundraising and community engagement strategy.

You will be joining us at the start of something new, following a realignment of our fundraising strategy and the establishment of a new structure that focuses on developing stronger and more meaningful relationships with our donors.

Our engagement with the community is, and always will be, the bedrock of our support.

Norwood is fortunate to enjoy the long-standing support of some of the leading philanthropists in the Jewish community, as well as generous support from individuals across the community.

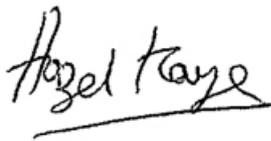
We believe that every child, whatever their ability or circumstance, deserves the best start in life and we also believe that people with learning challenges have an equal right to enjoy independent, meaningful and inclusive adult lives.

To this end, our dedicated multi-disciplinary teams work hard – day in, day out, every day of the year – to ensure that we can provide life-changing services to thousands of people every year. But we can only do this with sufficient funding.

In a time of reduced statutory funding, voluntary donations are now more precious to Norwood than ever before. And it is only through the success of our fundraising efforts that we are able to provide our invaluable support.

We have structured the role of Assistant Director to give you the scope to what you do best –engage with our donors without the demands on your time that can come with executive-level roles in large matrix organisations. Our work is vital in supporting thousands of people and their families to achieve more than they ever thought possible. The role of Assistant Director offers you the opportunity to do the same.

I look forward to hearing from you.



Hazel Kaye

Director of Transformation



ABOUT NORWOOD

Founded in 1795, Norwood is at the heart of the Jewish community where those with learning disabilities are not just included but also considered valued members.

Families turn to Norwood as the first port of call, knowing we will be there during difficult times.

Through our services, families are enabled to stay together, children are supported, and those with learning challenges are provided with support and equal opportunities at every stage of their lives, giving parents reassurance for the long term.

What we do

Children's services

We have a multi-disciplinary team of practitioners and a family of services designed specifically to support vulnerable children and their families, and children with special educational needs.

We don't just consider the needs of the individual child or young person but also the whole family, recognising the impact that disability has on everyone.

Our social work service offers practical support, advice and information to parents to enable them to cope better with their child's needs and support them in other ways.





We also run weekly support groups, where parents can share personal experiences and challenges in a confidential, non-judgemental and safe space with people who understand their feelings and what they are going through.

Our parenting programmes support parents to raise happy and successful children. For example, our 11-week Strengthening Families, Strengthening Communities course enables parents to learn techniques to manage their children's behaviour, set boundaries, build better relationships with their children, gain information and strategies, and develop confidence in their parenting.

Norwood's benefits and welfare advice service provides advice on a wide-range of topics – from benefits to debt; employment to housing.

Our Siblings' Group offers children, who have a brother or sister with special educational needs or disability, a safe space to express their feelings, share experiences with young people facing similar situations, make friends and have fun.

Norwood plays a crucial role in ensuring that the support we provide, across all our services, means that the rest of the family can enjoy a quality of life that many other families take for granted, safe in the knowledge that their loved one is being well cared for.

Find out more about our [children's services](#).

Adult services

Norwood provides a wide range of quality services, where there might otherwise be none, to people from the Jewish and wider community.

Our dedicated and highly skilled teams work not only with the people we support but also their families to ensure that they are involved in decisions about their son/daughter or brother/sister and can play an active role in deciding how our services are run.

Within our services for adults with learning disabilities, we provide a range of accommodations to enable people to live the life they choose. Anyone aged 18 and upwards who has a learning disability and is eligible for social care support may live in one of Norwood's residential or supported living homes.

We can also provide outreach support to those who live in their own homes.

Find out more about our [adult services](#).



Fundraising

There is no hiding from the fact that Norwood, like all charities, operates in challenging and uncertain economic times.

In 2018/19, we generated £31.9 million. Despite representing only a modest increase on the previous year, it was encouraging and helped to offset some of the 3.5 per cent decrease in local authority funding. The final position reflects the positive steps made during the financial year to boost income and reduce costs.

Behind this was the success of our voluntary and traded income, which increased by 10 per cent to £11.4 million in 2018/19. A significant contribution to this was the increase in legacy income to £2.3 million and the result of excellent work in previous years. But we all know that legacy income cannot be guaranteed and can never be taken for granted.

It continues to be the case that about half of our earned income is derived from voluntary sources and principally philanthropic giving by our patrons and major donors, the success of our regular appeals, corporate events and our all-important annual dinner, which is the highlight of our annual fundraising calendar. We also secure funding from charitable foundations, legacy donations, Challenge events and our charity shops.

Maintaining and deepening our existing relationships with our key supporters is an essential requirement and foundation for future growth. There is further potential that we need to maximise, but a relationship-approach to long-term and mutually beneficial partnerships with donors is fundamental to everything we do.

Find out more about our [fundraising](#).

Young Norwood (YN)

Young Norwood is our charitable platform for recruiting and developing young lay leaders within the Jewish community.

Founded in 1993, YN has almost 3,000 supporters aged between 21 and 35. The aim is to mentor and develop young lay leaders in all aspects of communal and charitable work, including organising and promoting fundraising events, leveraging their networks, volunteering and raising awareness of the charity and its charitable purposes.

YN also offers a programme of high-profile social and business events, which give our young lay leaders the opportunity to generate funds to support the charity's vital work.

For more information

There is a wealth of information on our [main website](#)

Read our latest [Annual Report 2018-2019](#)

CONTEXT FOR THE APPOINTMENT

The Assistant Director of Fundraising and Community Engagement is a new position and a key member of our senior management team.

The purpose of the role is to provide clear leadership of Norwood's voluntary income strategy and the engagement with our community of supporters, which is the bedrock of our approach to relationship fundraising.

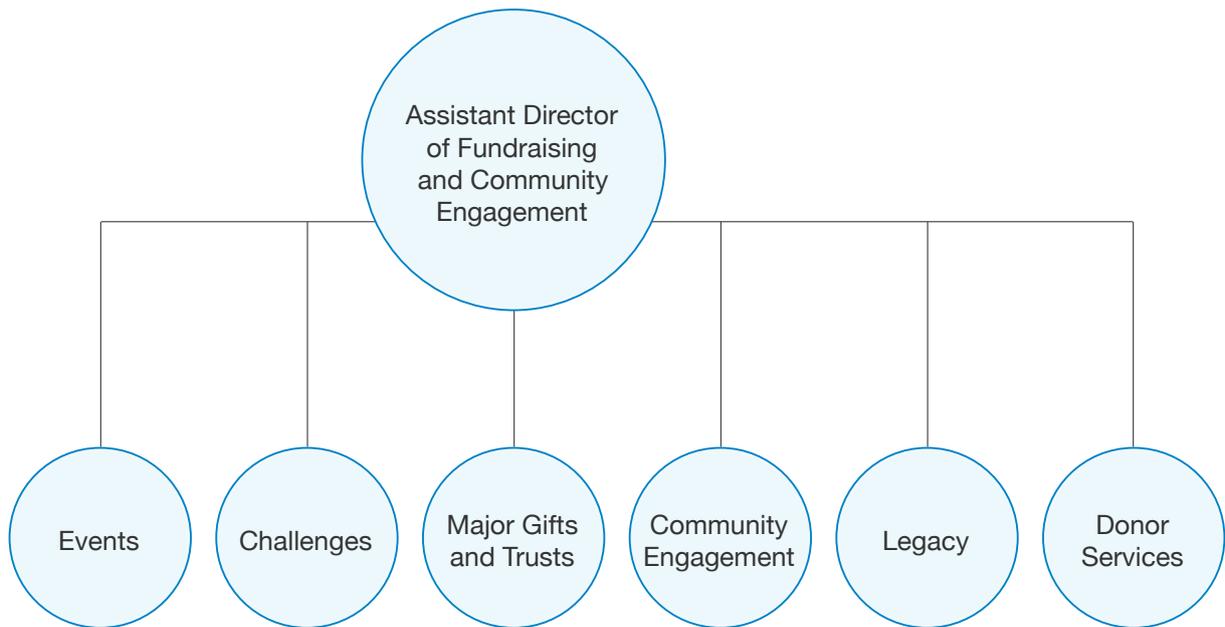
The role offers you the opportunity of concentrating on the development of long-term mutually beneficial relationships with individuals and organisations without all the distractions that can come with large matrix management responsibilities.

You will hold responsibility for the full mix of income streams and this includes the all-important Annual Dinner, which is the highlight of our fundraising calendar, as well as our volunteer strategy.

Along with your fundraising credentials you will also need to be able to demonstrate an understanding of the UK Jewish community. This is not just the values, traditions and beliefs that underpin both family and communal life but also how these shape the character and patterns of philanthropic giving by the community.



ORGANISATIONAL CHART



JOB DESCRIPTION

Job title: Assistant Director of Fundraising and Community Engagement

Accountable to: Director of Transformation

Salary: £70,000 – £80,000

Location: Stanmore

Hours: 35 hours per week

Contract: Permanent

Job overview

This role is a key member of our senior management team and plays a proactive role in the development of Norwood. In this role you will be driven to maximize our fundraising opportunities, volunteer involvement and ensure we have meaningful engagement with the Jewish community. You will be expected to build and motivate the fundraising and community engagement team. To lead, recruit, develop and retain highly skilled staff all working towards ambitious targets.

Main duties and responsibilities

1. To work with the Director of Transformation on developing Norwood's fundraising strategy and to hold lead responsibility for its implementation, the operational budget and the annual voluntary fundraising income target.
2. To maintain the sustainable mix of income streams encompassing Patron and Major Donor fundraising, Trust and Foundation grants, events, challenges, Young Norwood, individual giving and legacy.
3. To work with the Director of Transformation and colleagues to lead the development of the charity's Community Engagement Strategy to increase income, engage with and develop our volunteers and engage meaningfully with different parts of the Jewish community.

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4. To ensure the community engagement strategy focusses on developing relationships with schools, synagogues, youth organisations and community organisations amongst others.
 5. To ensure the volunteer strategy enables volunteers to be recruited, inducted, trained, supported and rewarded leading to a positive volunteer experience.
 6. To encourage and manage lay leadership engagement in the effective delivery of the strategies.
 7. To work with the Director of Transformation to ensure the strategies are implemented, set clear objectives for the team, and ensure they are effectively performance managed.

Income generation

8. To manage the senior fundraising management team to develop innovation in fundraising programmes and maximising new opportunities to create sustainable income streams over the long term.
9. To personally manage a portfolio of major donors and potential major donors in order to canvass, develop long term relationships and maximise income across all streams; donations, events, brochure advertising, challenges and sponsorship etc.
10. To ensure the fundraising team widens the range of income sources including corporate sponsorship, Trusts and Foundations, events, Young Norwood, direct mail appeals, individual giving, major donor and patronage (including prospect research) and legacies.
11. To maximise the impact of all fundraising by ensuring marketing works collaboratively with fundraising to devise supportive marketing and communication campaigns.
12. To work closely with Service colleagues in order to prioritise Service requirements for capital works and individual projects.
13. To be responsible for overseeing the highest quality of donor care focussed on retention and encouraging long term engagement.
14. To arrange and accompany donors on service visits.
15. To act as the advocate for the fundraising and community engagement function in all areas of Norwood.

Community engagement

16. To be responsible, together with the Head of Community Engagement, for developing innovative ways in which to engage with the Jewish Community.
17. To build meaningful relationships across the Jewish Community including schools, synagogues, communal organisations with the dual purpose of education the community about Norwood's work and raising much needed funds.

Volunteering

18. Working together with the Head of Community Engagement, develop and implement the organisation's volunteer strategy.
19. To ensure the relevant policies and processes are in place to support the volunteering function.

Management of business objects and processes

20. To manage the senior fundraising management team.
21. To ensure that the team has clear and defined processes for data entry into the fundraising and volunteering databases to ensure all donor and volunteer information is accurately captured.
22. To ensure that all donations are appropriately acknowledged and donors thanked, and that pledges are chased and collected.

Financial management

23. To be accountable for the efficient management of the team's expenditure budget, working with the team on budget preparation, planning, monitoring and review.
24. To work closely with finance to develop enhanced and meaningful Board reporting.
25. To be responsible for setting income and expenditure targets, maximising effectiveness through improving returns on investments, ensuring best use of all resources.
26. To oversee the day to day financial and resource management of all budget holders in the team, providing advice, guidance and direction as necessary.
27. To ensure the department is run as cost effectively and efficiently as possible, managing budgets in line with Norwood's principles and processes and delivering business cases for investment and cost saving proposals as required.



General

1. To take all reasonable care of the health and safety of him/her self and of other persons who may be affected by his/her 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.
2. To work at any other Norwood location, as and when required.
3. To report to the Health and Safety Manager either serious risks or your concerns over safety issues.
4. To maintain confidentiality at all times and to ensure respect for, proper observance of and adherence to Norwood's confidentiality policy for all staff.
5. To attend regular supervision sessions with line manager, regular team meetings and undertake relevant training as and when required.
6. To work collaboratively with volunteers to ensure that their contribution enhances quality of service provision and support across the organisation.
7. To undertake any other duties which are consistent with the post.
8. To maintain standard of dress that is appropriate to role and in accordance with the organisation's dress policy.

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

PERSON SPECIFICATION

Essential experience

- Significant and relevant experience in setting and implementing internal and external organisational strategies in a not-for-profit, commercial or public sector environment.
- Significant relevant experience in income generation through relevant relationship based sales and marketing activity and/or fundraising, with demonstrable success at delivering to and beyond targets.
- Experience of achieving significant major donor gifts.
- Experience of writing, developing and taking responsibility for strategic plans.
- Demonstrable depth of people leadership, management and development experience.

Desirable experience

- Experience of working in a medium-to-large sized charity.

Qualifications

- Business or other relevant degree.

Knowledge and skills

- Understanding of the Jewish community.
- Be commercially astute with the ability to develop, implement and lead productive fundraising, volunteering and community engagement strategies.
- An understanding of charity law in relation to major donor fundraising.
- Evidence of personal drive and accountability to deliver outcomes to the highest standard, demonstrating commitment and courage to see things through.
- Commercially aware, makes sound judgements and decisions to maximise performance, taking account of organisational capacity and capability and the opportunities and threats presented by the external environment.
- Politically aware with ability to negotiate with senior staff and stakeholders, managing conflict with positive resolution techniques.

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- Sophisticated communicator with the ability to engage and collaborate with relevant stakeholders.
 - Committed to team working and delivering a high quality, flexible and responsive fundraising effort.

Personal circumstances

- To work occasional evenings and weekends in line with the needs of the role and the wider Organisation.
- The ability to plan time effectively and to organise oneself well.
- Car owner/driver. Ability to use own car for business purposes (desirable).

WORKING FOR US – EMPLOYEE BENEFITS

35 hours per week 9-5.30 Monday to Thursday and 1pm finish on a Friday

21 days annual leave plus bank holidays. This rises by 1 day per year to a maximum of 28 days

Offices are closed on the Jewish high holy days, the dates of which vary from year to year

Company sick pay (this kicks in after probation period of 6 months), starting at 4 weeks, rising to a maximum of 12 weeks

Pension scheme

Access to Employee Assistance Programme

Cycle to work scheme



HOW TO APPLY

Application and selection process

For an informal discussion about the role, please contact our recruitment partners, NFP Consulting:

Simon Lloyd Director | NFP Consulting
07961 988 523 simon.lloyd@nfpconsulting.co.uk



Apply online www.nfpconsulting.co.uk/norwood/assistantdirector

Application is by way of CV and a Supporting Statement.

Closing date: 10am, 18th February 2020

There is a two stage selection process.

Stage 1: Tuesday 25th February

First round of screening interviews conducted by NFP Consulting, which will take place in Stanmore.

Stage 2: Wednesday 11th March

Candidates taken forward from the first round will be invited to complete online psychometric assessments prior to the final panel interview.

The formal panel interview will include a pre-prepared presentation task.

Both interview stages will take place at Norwood's Head Office in Stanmore.



Accessibility

Please let us know if you have any special requirements which we might need to consider in relation to any aspect of the selection process, e.g. attending interview, attending the assessment day, completing online exercise. Any requests will not be taken into account in the selection process.

Please let us know if you would like to receive this information in a different format.