

Job Description & Person Specification

Position: Senior Corporate Fundraiser

Reports To: Head of Events

Our Values and Behaviours

To act in accordance with “Our Values and Behaviours” at all times when delivering your role, ensuring that “Kindness”, “Respect”, “Belonging”, and “Empowerment” are fundamental to your behaviour.



Policies and Procedures

In addition to undertaking the accountabilities as outlined below, the post holder will be expected to fully adhere to all Norwood policies and procedures which are referenced in the employment contract and Norwood's intranet.

Role Summary

The Senior Corporate Fundraiser is responsible for securing, managing, and growing brochure advertising and sponsorship income across Norwood’s major donor and corporate events. The role builds strong, long-term relationships with sponsors and advertisers, develops creative and commercially attractive sponsorship packages, and ensures delivery against agreed objectives. Working closely with Events, Fundraising, Marketing, and wider stakeholders, the postholder plays a key role in maximising corporate support and enhancing Norwood’s profile.

Key Accountabilities

Sponsorship and Advertising Management

- Secure and manage brochure advertising and sponsorship across major donor events, corporate events, and other appropriate opportunities, maintaining strong relationships with existing and new sponsors.
- Act as the main point of contact for advertisers and sponsors, ensuring sponsorship agreements and package commitments are delivered in full and aligned to agreed levels of promotion.
- Manage the full sponsorship lifecycle, including prospect research, initial contact, meetings, proposal development, sales, contract delivery, income collection, and stewardship.
- Demonstrate a strong working knowledge of Norwood, its services, events, and sponsorship levels when meeting with prospective and existing sponsors.

Business Development and Income Growth

- Research, design, and introduce new brochure advertising opportunities and sponsorship packages, using creative and innovative approaches to attract new supporters and increase income from existing partners.
- Generate new sponsorship and advertising leads through proactive research and collaboration with internal teams, trustees, committee members, and supporters.
- Develop collaborative sponsorship propositions where appropriate, including links to challenge events, volunteering opportunities, or cross-departmental initiatives.
- Work closely with the fundraising team and wider organisation to develop consistent, compelling brochure sales packages that increase corporate support across events.

Delivery, Systems, and Team Working

- Work in close partnership with the Events team, Marketing team, production partners, and venues to ensure smooth delivery of sponsorship benefits and event outcomes.
- Maintain accurate and up-to-date records of all sponsor and advertiser activity, ensuring information is recorded on Raiser's Edge and shared appropriately with the fundraising team.
- Contribute as an active member of the Events team, attending events where possible and supporting wider initiatives as required by the Head of Events.

General Responsibilities

- Take reasonable care for personal health and safety and that of others, and cooperate with Norwood to meet statutory health and safety requirements.
- Report any serious risks or safety concerns to the Health and Safety Manager.
- Maintain confidentiality at all times in line with Norwood's confidentiality policies.

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- Attend regular supervision, team meetings, and undertake relevant training as required.
- Work collaboratively with volunteers to enhance service quality and organisational impact.
- Work flexibly across Norwood locations as required and maintain appropriate standards of dress.
- Undertake any other duties consistent with the role and the needs of the service.

This job description is not exhaustive and may be subject to change in line with service needs.

Person Specification

	Essential	Desirable	Evidence
Qualification(s)	-	- Business or other relevant degree	Cover Letter / CV / Onboarding
Experience	<ul style="list-style-type: none"> • Experience of organising events • Experience of meeting deadlines and managing competing priorities • Experience of working effectively as part of a team • Proven experience in an administrative role • Experience of using databases • Experience of sales within an events or 	-	CV / Interview / Onboarding

	<p>sponsorship context</p> <ul style="list-style-type: none"> • Experience of working in a fundraising environment • Experience of working with lay committees 		
Knowledge & Training	<ul style="list-style-type: none"> • Strong verbal and written communication skills • Ability to work under pressure and manage a varied workload • Proven analytical skills • Ability to communicate effectively at all levels, internally and externally • Excellent interpersonal skills • Proactive, driven, and detail-focused, with a commitment to high standards 	<ul style="list-style-type: none"> • Knowledge of the Jewish community • Knowledge of Raiser's Edge or another fundraising database 	Cover Letter / CV / Interview

	<ul style="list-style-type: none"> • Customer-focused, solution-oriented approach • Strong presentation and sales skills • Excellent time management and organisational skills • Confident PC skills, including Microsoft Office, Outlook, and Excel • Effective team player, able to work independently and use own initiative 		
<p>Personal Qualities & Attributes</p>	<ul style="list-style-type: none"> • Approachable and self-aware, with awareness of others • Able to use initiative and contribute to project development • Highly organised with the ability to 	<p style="text-align: center;">-</p>	<p>Cover Letter / CV / Interview</p>

	<p>plan time effectively</p> <ul style="list-style-type: none"> • High level of commitment, enthusiasm, and resilience • Open to feedback, flexible, and willing to seek advice when needed • Able to balance day-to-day delivery with longer-term objectives • Strong understanding of partnership working and the roles of other professionals • Ability to prioritise workload independently to meet deadlines 		
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Safe Recruitment: This role is subject to safer recruitment checks in line with CQC Regulation 19. Appointment will be conditional on the satisfactory completion of pre-employment checks, including Right to Work in the UK, and a DBS check appropriate to the role.

This job description is not exhaustive and may be updated as accountabilities evolve.

