

## Job Description & Person Specification

### Position: Head of Donor Engagement

**Reports To: Director of Fundraising**

**Levelling Framework: 2A**

**Contract: Permanent**

**Hours Per week: 35**

**Responsible for: Senior Fundraiser (Growth & Acquisition), Senior Fundraiser (Engagement & Retention), Senior Trusts Fundraiser (x2 Posts), Fundraising Executive (Next Generation & Community)**

Works closely with: Director of Fundraising, Head of Events & Sponsorship, Head of Data & Insights, Senior Fundraisers, Senior Trusts Fundraisers, Fundraising Executive (Next Generation & Community), Marketing colleagues, Finance colleagues, Committees, trustees, senior volunteers, and service colleagues

### 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 Head of Donor Engagement is a senior strategic role responsible for leading Norwood's relationship fundraising strategy across major donors, trusts and foundations, legacies, and emerging supporter audiences.

The postholder will lead a multi-disciplinary team delivering high-value income and long-term supporter relationships, embedding a relationship-led approach across portfolios and ensuring a strong future pipeline of supporters.

Working closely with the Director of Fundraising, the role will shape strategy development, oversee prospect pipelines, and support trustee, SLT, and board-level engagement. The role also ensures strong alignment between Donor Engagement, Events & Sponsorship, and Data & Insights teams so that fundraising activity, supporter journeys, and income tracking operate as one joined-up system.

This role will lead a high-performing fundraising team, develop high-value relationships across individual giving, philanthropy, trusts and foundations, and build sustainable income growth through strong relationships, clear strategy and disciplined portfolio management.

### **Key Accountabilities**

*Specific objectives, KPIs and priorities will be agreed through annual planning, line management and performance review processes, in line with the fundraising strategy and organisational priorities.*

### **Strategic Leadership**

- Lead the development and implementation of Norwood's donor engagement strategy across high-value and pipeline audiences.
- Bring together major donor, individual giving, trusts and foundations, legacy, next generation and community fundraising activity into a coherent, relationship-led approach.
- Partner with the Director of Fundraising to shape strategy, identify new prospects, and plan major funding approaches.
- Support the Director in SLT, trustee, and lay leadership engagement through research, briefing, and relationship coordination.
- Work with the Head of Events & Sponsorship to ensure the Norwood Dinner and other priority events are used strategically for donor cultivation, stewardship, relationship development and income generation.

### **Team Management & Performance**

- Manage and develop a team of Senior Fundraisers and the Fundraising Executive, ensuring collaboration, accountability, and high performance.
- Embed shared ownership of trusts and legacy income across portfolios, building capability and confidence within the team.
- Ensure Donor Engagement colleagues contribute to relationship and income plans for agreed priority events, including guest recruitment, committee engagement, cultivation and post-event follow-up.
- Oversee effective pledge follow-up across the Donor Engagement team, ensuring donor commitments are progressed appropriately and recorded accurately in partnership with Data & Insights.
- Foster a culture of excellent stewardship, clear goals, and consistent supporter journeys.
- Set targets, monitor performance, and support professional development across the team.

### **Major Gifts & Philanthropy**

- Personally manage a small portfolio of key high-net-worth donors and prospects.
- Lead the cultivation and stewardship of major individual supporters, family foundations, and lay leaders.
- Collaborate with trustees, ambassadors, and senior volunteers to enhance engagement and extend networks.
- Oversee strategic donor engagement through events, visits, and one-to-one cultivation activity.

### **Trusts & Foundations**

- Set direction and standards for trusts and foundations fundraising across the team.
- Oversee the trusts and foundations pipeline, supporting prioritisation of new prospects, renewals, multi-year opportunities and strategic funder relationships.
- Support Senior Trusts Fundraisers to develop strong proposals, reports and funder relationships that align with Norwood's priorities.
- Work with services, finance, impact and senior colleagues to identify fundable priorities and develop compelling cases for support.
- Provide senior oversight of significant applications, funder relationships and reporting where appropriate.

### Legacy Giving

- Lead Norwood’s legacy strategy, embedding legacy awareness and conversations across supporter journeys and fundraising activity.

### Insight, Systems & Compliance

- Work closely with the Head of Data & Insights to monitor donor pipelines, income forecasting, segmentation, and reporting.
- Ensure excellent and consistent use of the CRM across the Donor Engagement team, working with Data & Insights to support system development and reporting needs.
- Maintain compliance with fundraising regulations and best practice.

### Culture & Cross-Department Working

- Foster a collaborative, externally focused and accountable culture within the Donor Engagement team.
- Work in close partnership with Events & Sponsorship colleagues to ensure events are strategically used for donor cultivation, recruitment, stewardship and income generation.
- Ensure team members maintain strong knowledge of Norwood’s services through regular engagement with service colleagues, supporting stronger donor engagement and funding propositions.
- Actively contribute to a joined-up senior fundraising leadership team.

### Professional Development, Networking & Team Contribution

- Actively represent Norwood externally through networking events, community activities, sector forums and stakeholder engagement, where relevant to the role.
- Develop professional, sector and community knowledge through peer learning, collaboration with colleagues and other charities, service engagement, and continuous development of fundraising best practice.
- Attend and support relevant Norwood fundraising events and activities where required and proportionate to the role, using these opportunities to strengthen relationships with donors, funders, supporters and stakeholders.
- Work flexibly around key events and activities outside standard hours, with time off in lieu provided in line with organisational policy.
- Contribute positively to team planning, shared objectives and a collaborative “one team” culture across fundraising.
- Ensure all fundraising activity complies with the Code of Fundraising Practice, GDPR and Norwood policies.
- Maintain high standards of donor care, professionalism and confidentiality.
- Act as an ambassador for Norwood and its services.

### Person Specification

	<b>Essential</b>	<b>Desirable</b>	<b>Evidence</b>
<b>Qualification(s)</b>	GCSE Maths and English (or equivalent) or evidence of ongoing professional development.	Educated to degree level or able to demonstrate equivalent experience gained in previous roles.	Cover Letter / CV / Onboarding
<b>Experience</b>	Significant experience leading high-performing relationship fundraising teams.	Experience securing six- or seven-figure gifts or commitments. Experience leading fundraising activity within a	CV / Interview / Onboarding

	<p>Proven track record of securing significant high-value income from individuals, philanthropists, family foundations, trusts and/or foundations.</p> <p>Experience managing senior donor, funder or prospect relationships.</p> <p>Experience developing and delivering multi-stream relationship fundraising strategy.</p> <p>Experience managing, coaching and developing staff to achieve income, relationship and pipeline objectives.</p> <p>Experience working directly with trustees, senior volunteers, philanthropists, funders and senior stakeholders.</p>	<p>values-led, community, health, social care, disability or Jewish communal environment.</p> <p>Experience developing legacy, next generation or community fundraising as part of a wider donor engagement strategy.</p>	
<p><b>Personal Qualities &amp; Attributes</b></p>	<p>Excellent relationship-building, influencing, and communication skills.</p> <p>Strong strategic planning and analytical ability.</p> <p>Confident and empowering team leader.</p> <p>Collaborative and emotionally intelligent.</p> <p>Personally credible with donors and senior partners.</p> <p>Strategic, curious, and ambitious for impact.</p> <p>Approachable, thoughtful, and professional.</p> <p>Able to balance detail with big-picture thinking.</p> <p>Deeply committed to Norwood's mission and values.</p>	-	<p>Cover Letter / CV / Interview</p>

All roles require a DBS check and satisfactory clearance under Norwood's safer recruitment policies. We are committed to safeguarding the wellbeing of our people and maintaining a respectful, safe environment.

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



