

## Job Description & Person Specification

### Position: Fundraising Executive (Next Generation & Community)

**Reports To: Head of Donor Engagement**

**Levelling Framework: Level 5B**

**Contract: Permanent**

**Hours Per week: 35**

Works closely with: Senior Fundraiser (Growth & Acquisition), Senior Fundraiser (Engagement & Retention), Senior Trusts Fundraisers, Head of Events & Sponsorship and Events team, Head of Data & Insights and Data team, Marketing colleagues, Committees, 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 Fundraising Executive (Next Generation & Community) is responsible for developing and growing Norwood's next generation of supporters and wider community fundraising activity, building meaningful relationships with young professionals, families, and community networks.

As part of the Donor Engagement team, the postholder will deliver engagement programmes, events, seasonal appeals, committees, and peer-led fundraising that introduce new audiences to Norwood and build a strong pipeline of future supporters.

This is a relationship-led, externally facing role focused on community presence, culture building, and long-term income growth. The postholder will help ensure early engagement with Norwood leads to sustained giving and progression into mid-level, major donor, and legacy pathways.

### 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.*

### Strategy & Programme Delivery

- Deliver Next Generation and community fundraising activity in line with the wider Donor Engagement strategy.
- Support agreed priorities for engagement, income generation and supporter progression.

- Help build a visible and aspirational Next Gen and community fundraising presence reflecting Norwood’s mission and values.

#### **Relationship Building & Community Fundraising**

- Proactively build relationships with young professionals, families, and community networks.
- Represent Norwood confidently within community, professional, and social settings to identify and cultivate new supporters.
- Develop a strong presence within relevant networks to generate introductions and referrals.
- Support community fundraising initiatives that increase participation, visibility, supporter engagement and income generation.

#### **Events, Committees & Peer-Led Fundraising**

- Lead a portfolio of Next Gen and community fundraising activities, including social, professional, and networking events.
- Recruit, support, and steward supporters, committees, and ambassadors to lead peer-to-peer fundraising within their networks.
- Work closely with the Events team to ensure activities are well delivered and support wider fundraising objectives.
- Support Senior Fundraisers by contributing contacts, introductions, and community networks to priority events where appropriate.

#### **Community Appeals & Campaigns**

- Support and coordinate delivery of Norwood’s community and seasonal appeals (e.g. Pesach, Rosh Hashanah and other priority campaigns), supporting engagement and income growth.
- Work closely with Marketing and Data & Insights colleagues to strengthen digital reach, targeting, and supporter journeys.
- Recruit and steward supporters and volunteers to champion appeals within their networks.
- Use appeals to identify and nurture new donors for longer-term engagement and progression.

#### **Donor Pipeline & Progression**

- Build and manage relationships with Next Gen and community supporters, delivering agreed income and engagement targets.
- Identify individuals with potential for deeper involvement, including regular giving, challenge events, mid-level, and future major donor engagement.
- Support the Events Coordinator (Challenges) by helping identify potential participants and networks for challenge events.
- Work closely with Senior Fundraisers to ensure smooth progression across donor programmes and a joined-up supporter journey.
- Maintain accurate records of activity, pipeline, and relationships within the CRM in line with Data & Insights processes.

#### **Service Engagement & Insight**

- Maintain awareness of Norwood’s services through engagement with service teams and visits where appropriate.
- Identify opportunities for community engagement, storytelling, and funding linked to services.

#### **Collaboration & Team Contribution**

- Work closely with the Data & Insights team to monitor engagement, appeal performance, and supporter progression.
- Share insight and intelligence with colleagues across fundraising to maximise opportunities.
- Contribute to a shared, collaborative “one team” approach to income generation.

#### **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>	Experience in fundraising, relationship management, community engagement, or business development. Confidence building relationships with peers and external stakeholders Experience delivering targets or measurable outcomes. Strong organisational and communication skills. Proactive, personable, and comfortable working in external-facing environments.	Experience delivering peer-to-peer or community fundraising appeals. Experience working with committees or volunteer groups.	CV / Interview / Onboarding
<b>Knowledge &amp; Training</b>	-	Familiarity with CRM systems such as Raiser’s Edge.	Cover Letter / CV / Interview
<b>Personal Qualities &amp; Attributes</b>	Energetic, credible, and relationship-focused. Confident networker and connector. Organised, proactive, and resilient.		Cover Letter / CV / Interview

	<p>Motivated by long-term impact and supporter development.</p> <p>Approachable and engaging.</p> <p>Comfortable operating in social and professional environments.</p> <p>Strong alignment with Norwood's mission and values.</p> <p>Ambitious for personal development and impact.</p>		
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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.

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