



CANDIDATE PACK FOR DIRECTOR OF MARKETING AND COMMUNICATIONS

WELCOME

Thank you for your interest in becoming Norwood's Director of Marketing and Communications.

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

We work 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. As the oldest Jewish charity in the UK, we are proud to have held Royal Patronage since 1815.

In 2024 we launched our new strategy, which alongside delivering excellent services, sees an emphasis on increasing our voice across the sector and being more active in delivering social change. We are now seeking an exceptional Director of Marketing and Communications to provide vision, leadership and direction to ensure Norwood achieves its new strategic priorities.

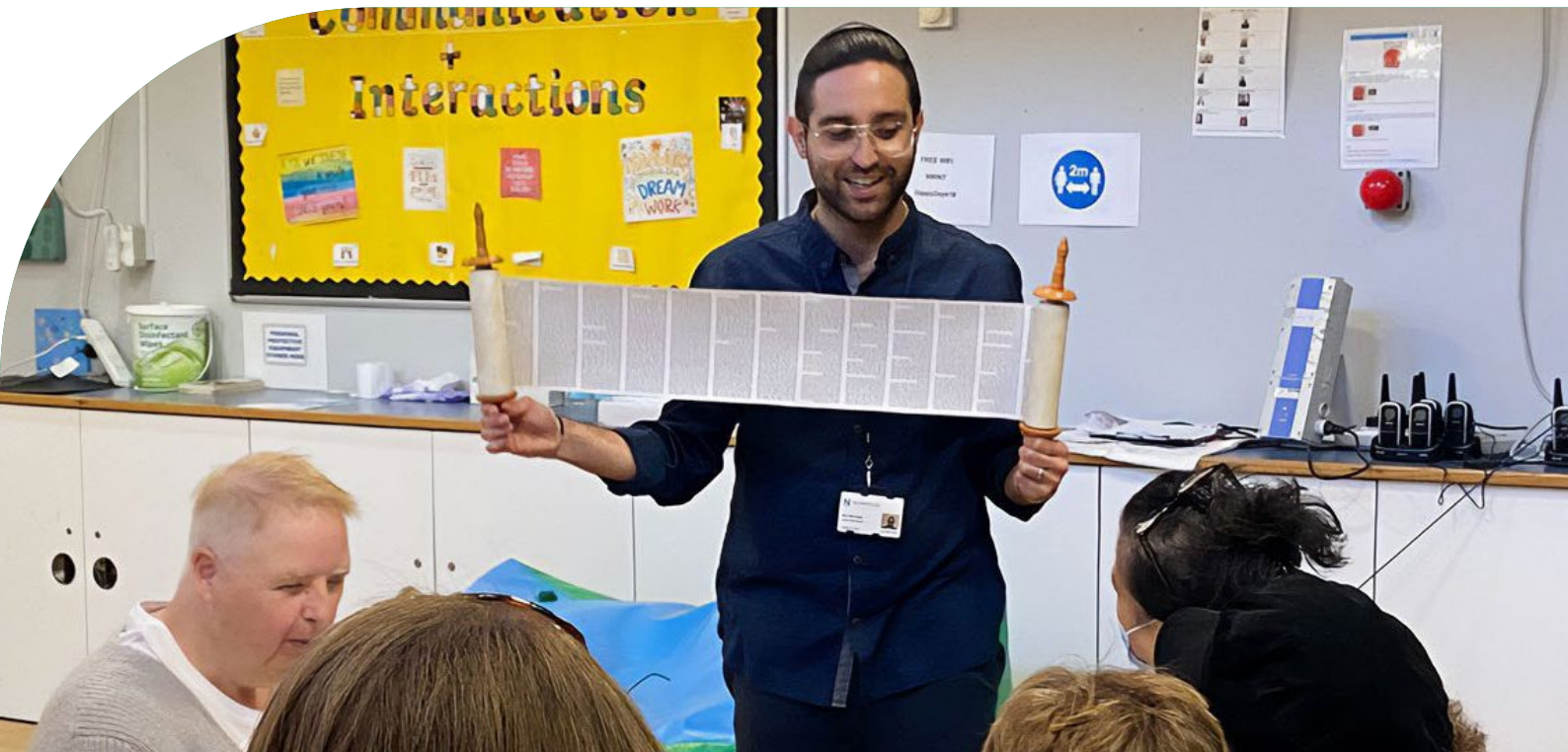
You will be an experienced marketing and communications leader with high emotional intelligence and an inclusive approach who can quickly establish credibility as part of an experienced senior leadership team and confidently lead our marketing and communications directorate.

With excellent interpersonal skills, you will be instrumental in enhancing our marketing, brand and will develop and deliver a new strategic plan to grow our strategic communications. Adept at influencing you will also be comfortable with and know your way around public policy.

Our work is vital in supporting thousands of people and their families to achieve more than they ever thought possible. Whilst Jewish communal values are at the heart of Norwood's services and Norwood is well-regarded and supported by the community, 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.

If this role excites you and you have the skills and experience, we are looking for, we would be delighted 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

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 of:

- Kindness
- Respect
- Belonging
- Empowerment

OUR SERVICES

Norwood's sector-leading services celebrate our Jewish culture and are run in accordance with Jewish values but are open to all who need our support. While our head office is in Stanmore, we support individuals living in more than 30 homes across London and Berkshire and we run a children and family centre in north-west London.

Our services fall into two main categories, namely: children and families facing challenges, and anyone with a learning disability or autism.

1. Children and Family Services

When supporting a child or young person with a learning disability or special educational needs, Norwood doesn't just consider the individual's needs but the whole family, because we recognise the impact disability can have on every member. Here at Norwood, we have a multi-disciplinary team of practitioners and a suite of services designed specifically to support vulnerable children and their families, and children with special educational needs.

[**Find out more about our Children and Family Services**](#)

2. Adult Services

Within our services for adults with learning disabilities, we provide a range of accommodation 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**](#)

OUR STRATEGY

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

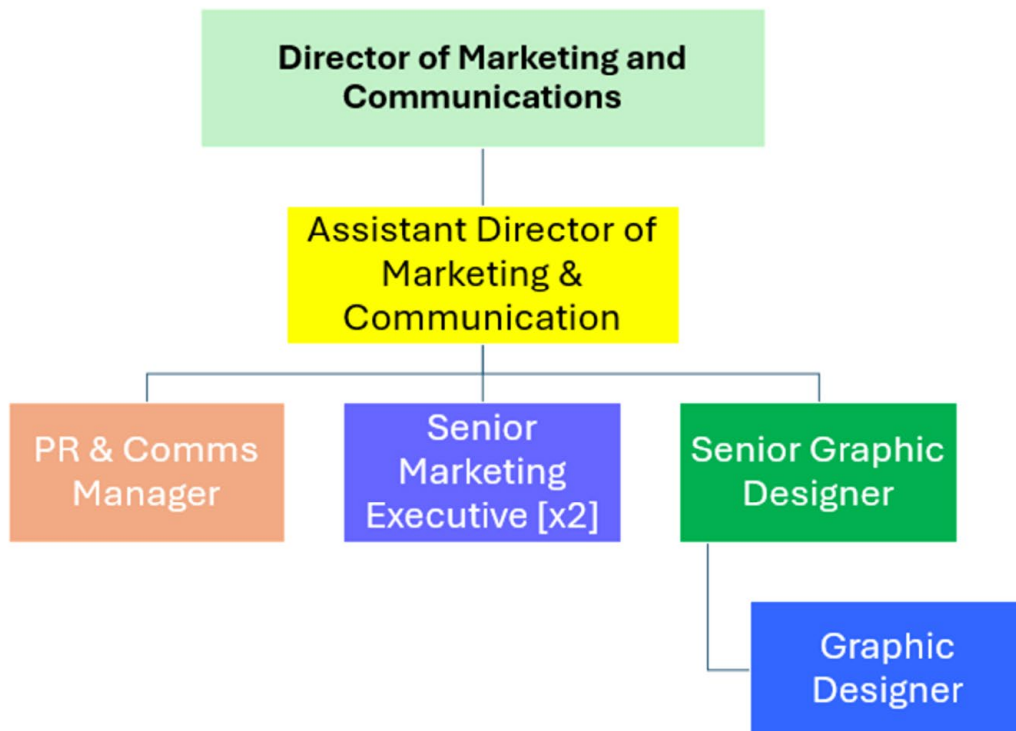
We are both a modern provider of social care to many people, and a charity with a long legacy of serving the Jewish community. We are proud to do both.

Our strategic plan for 2024 to 2027 us based on 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.

MARKETING AND COMMUNICATIONS TEAM STRUCTURE



JOB DESCRIPTION

Job title:	Director of Marketing and Communications
Reports to:	Chief Executive Officer
Direct reports:	Assistant Director of Marketing and Communications

ROLE PURPOSE

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 driving the development and execution of our strategic marketing and communications strategy to embed a new culture, enhance our profile, reach, public engagement and voice as part of the social change agenda.

MAIN RESPONSIBILITIES

Leadership

- Be an active member of the senior leadership team contributing to all areas of the charity's leadership and strategic development.
- Provide leadership to the Marketing and Communications directorate that demonstrates our values and is collaborative, inspiring and purpose driven.
- Develop and manage budgets, ensuring effective allocation of resources to maximise return on investment and achieve desired outcomes.

Marketing

- Work closely with the Assistant Director of Marketing and Communications on the creation and implementation of innovative and evidence-based marketing strategies across all channels, including digital, social, traditional media and events.
- Work closely with all directorates and colleagues to ensure our brand strategy aligns to our internal and external facing work in terms of mission, vision and strategic objectives.
- Develop and embed brand guidelines and voice to ensure consistency in how Norwood presents itself internally and externally.

Communications

- Develop, lead and implement a focused communications and external affairs strategy, shaping our strategic direction.
- Coach, develop and influence senior leaders to build communication and engagement skills and capability.
- Determine and set the policies, procedures and best practice for communications and external affairs across the whole of Norwood, including a crisis communications policy and ensure compliance.
- Identify organisational and reputational risks and put plans in place to mitigate risk.
- Build and maintain effective professional relationships both with internal and external stakeholders, professionals and organisations to further/facilitate collaboration and increase our public engagement and voice within the social care sector.
- Work with the PR and Communications Manager to ensure a clear, ambitious communications and engagement strategy is developed/implemented which tells our story and enhances engagement.
- Monitor and analyse market trends, public sentiment, and sector developments to identify opportunities and proactively recommend adjustments to communication and marketing strategies.

External Affairs

- Develop our policy and external affairs strategy and delivery to ensure we maximise all opportunities to influence policy change and optimise engagement

The above job description is intended to be an outline of the duties and responsibilities for this role. This is not exhaustive, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role.

PERSON SPECIFICATION

KNOWLEDGE AND EXPERIENCE

- Experience of working closely with a Chief Executive, senior leadership team and a board.
- Excellent leadership skills with the ability to demonstrate inclusion, collaboration and empathy, with the ability to inspire and lead change successfully.
- A proven track record of developing and leading an integrated marketing and communication strategy in a complex organisation.
- Experience of providing expertise, advice and briefing to senior leaders in response to, for example, emerging reputational issues.
- Experience in financial management, including budgeting and resource allocation.
- Understanding of the funding and regulatory environment relating to Norwood's work.
- Experience of building and managing strategic stakeholder relationships in order to influence public policy both locally and nationally.

SKILLS AND ABILITIES

- Highly effective communication and interpersonal skills, with the ability to build and maintain strategic relationships across Norwood, its stakeholders and partners.
- Strong advocacy and influencing skills with the ability to represent and promote Norwood's mission and values.
- Agile and comfortable with ambiguity and changing environments, with clarity of vision and a high level of drive.
- Creative and entrepreneurial with the ability to spot opportunities to deepen impact.

STYLES AND BEHAVIOURS

- A clear strategic thinker.
- A champion of Norwood's vision and values with a strong customer focus and a commitment to high standards of quality and performance.
- Sensitive to the Jewish context and community in which Norwood operates.
- 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.
- Passionate about support and care for the most vulnerable in society.



TERMS OF APPOINTMENT

SALARY

The salary for this role is £90,000 to £100,000 per annum on a full-time two year, fixed-term contact.

LOCATION

Stanmore, London

PENSION

Defined contribution scheme with 5% employer contributions.

ANNUAL LEAVE

21 days annual leave plus UK bank holidays and Jewish festivals and High Holy Days.

ADDITIONAL BENEFITS

- Hybrid working
- 1 pm finish on a Friday

HOW TO APPLY

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact hannah.chapman@starfishsearch.com and we will be happy to arrange a call. To make an application, please go to <http://starfishsearch.com/jobs/norwood-dir-mc/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date:	Monday 24th February 2025
Preliminary interviews:	w/c 10th March 2025
Stakeholder and first stage interviews:	w/c 24th or w/c 31st March 2025
Final Panel interviews:	w/c 7th April 2025