



**INCOME GENERATION &  
MARKETING TRUSTEE**  
Information Pack  
2021

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## **Welcome to Muslim Aid**

Thank you for your interest in Muslim Aid. We are delighted you are taking the time to apply to become a Trustee.

### **Background**

Muslim Aid is a UK faith-based international development organisation that provides support to communities around the world affected by disasters, conflict or endemic poverty without regard to their social, religious or ethnic background.

Established in 1985, Muslim Aid has facilitated the engagement of the British Muslim and non-Muslim community in support of its work in a variety of ways. Over the years, its humanitarian work has included responses to major crises around the world including, famine in East Africa, earthquakes and flooding in Pakistan and Bangladesh as well as conflicts in Syria and Yemen.

Our humanitarian programmes aim to tackle deep-rooted causes of endemic poverty by developing sustainable long-term development programmes in areas of education, health and livelihoods. Within the UK, we have actively supported a range of community development initiatives in areas such as homelessness, food distribution and working with marginalised young people. Muslim Aid was also one of the first charities that responded to the Grenfell Tower disaster.

### **Muslim Aid Today**

Following an inquiry by the Charity Commission into the governance and administration of the charity, a new constitution was put in place and Muslim Aid was incorporated as a Charitable Incorporated Organisation ('CIO') with effect from 1 January 2018. The CIO had taken over the assets, responsibilities and liabilities of Muslim Aid with a view to developing the charity in its work for humanity.

Muslim Aid currently has 5 Country Offices registered around the world, made up almost exclusively of national staff. Muslim Aid undertakes a mix of operational projects by working through national and local partner organisations.

Funding for its work is derived through a mix of channels and global income is in the region of £30 million annually. In recent years, our fundraising capability has been enhanced by establishing offices in Sweden and the USA.

## Our Ethos

The ethos of the CIO is rooted in the teachings from the Quran:

The Holy Qur'an describes a 'godly' person as someone: "giving a rightful share of their wealth to the beggar and the deprived" (51:19).

Prophet Muhammad (peace and blessings be upon him) reminds us that: "Every good act is charity; and the person who guides others to a good act is as the one who did it; and, assuredly, God loves the act of aiding the distressed!" (Al Bayhaqi).

The Prophet also says that "Love for humanity what you love for yourself!" (Al-Bukhari).

"Whosoever saves a life, it is as if they have saved the lives of all humankind" (Qur'an 5:32)".

The provision of relief and aid to others is central to one humanity; this can be and is performed by those of all faiths and none.

### Our Vision

Our Vision is of a world that is just and harmonious, as ordained by God, where everyone can achieve their potential with dignity.

### Our Mission

We will provide effective relief and development, applying our values in order to achieve a just and sustainable future for the places in which we work. We will work together with communities, people and partners to respond to crises and to increase their resilience and self-sufficiency on their own terms.

### Our Values:

- **Dignity (Karamah)** 'We bestowed dignity on the children of Adam'. (Qur'an 17:70)
- **Justice (Adl)** 'You who believe, be steadfast in your devotion to God and bear witness impartially: do not let hatred of others lead you away from justice, but adhere to justice, for that is closer to awareness of God. (Qur'an 5:8)
- **Excellence (Ihsan)** 'God loves those who practice excellence'. (Qur'an 2:195)
- **Compassion (Rahma)** 'Be compassionate on the earth, and you will be shown compassion from the One who is above the heavens'. (Sunan Tirmidhi 1924)

## **Our Strategic Priorities (SP)**

### **SP1. Our work will be inclusive and locally driven.**

We will transform our approach, ensuring power is decentralised while allowing places and communities to be powerful platforms in which people can participate and organise for change.

### **SP2. We will influence for change**

We will invest in driving change through communicating with people, policymakers and influencers, advancing the voices of people and communities we work with.

### **SP3. We are one Muslim Aid community**

We will be a global community of equals, unified in their shared commitment to realising our vision. This will be supported by promoting a culture of collaboration and innovation through new processes, structures and technologies which strive for excellence.

### **SP4. We will strategically apply Islamic approaches in our programmes and processes.**

We will use faith as a force for social good, promoting faith literacy and applying faith-derived insights to our work in a way that combines evidence and rigour with compassion.

## **Where We Work**

For over 30 years we have been serving humanity around the globe. We are one of the largest Muslim development and humanitarian organisations in the UK.

We strive to ensure that all those suffering from the effects of poverty, natural disaster and war are able to survive and empowered to thrive.

Through our Country Offices and partners, we strive to achieve the following goals:

### **Humanitarian / Emergency relief**

We deliver rescue and relief services to those in danger and who are at immediate risk of harm. We also focus on developing and upgrading our capacity to link relief and rehabilitation with long-term development.

### **Sustainable Livelihoods**

Our long-term development programmes build independent and brighter futures. We enable marginalised communities to live with dignity through restoring livelihood opportunities, improving agriculture productivity, enabling access to micro-finance, improving skills and the creation of new enterprises through appropriate training and logistical support.

### **Education**

We believe in providing everyone with access to education. In particular, our focus is to enable girls to attend school – thereby creating opportunities to break out of the cycle of poverty for future generations.

### **Healthcare**

Our medical and health care programmes save and protect lives across the world. Key priorities of our healthcare intervention include the promotion of good health and well-being of children and mothers with a focus on combating the major causes of childhood deaths and diseases.

Muslim Aid's geographical and thematic spread has grown enormously over the past thirty years.

## **Rationale for Recruitment**

### **Why we are looking for an Income Generation & Marketing Trustee**

Muslim Aid is working towards ensuring its Board comprises of the key skills, experience and personalities required to pursue the strategic development of Muslim Aid.

It is the Board's responsibility to identify suitable people to join the Board. The Nominations Committee will pay particular attention to the need for diversity of age and gender and the understanding of any applicant in relation to the Muslim ethos of the organisation.

### **Who we are looking for?**

We are seeking to recruit a Trustee with experience in Income Generation & Marketing. The candidate must share our mission and values in joining a leading Muslim international humanitarian and development organisation and have the drive and competences to help position Muslim Aid as a forward-thinking member of international civil society rooted in its Muslim identity.

Candidates should have a good understanding of contemporary charitable activity in the UK and internationally and will help the Board develop our strategic aims and provide insight and support to achieve these aims - to constructively challenge our Leadership Team and to provide robust governance and oversight in relation to the management and administration of the charity.

We are also looking to ensure a diverse make-up of the new Board in terms of gender and international linkages. We are also looking for an individual who can bring commitment, enthusiasm, creativity and thoroughness to the governance function. An ability to attend quarterly board meetings is a requirement; however, it is not a prerequisite to be a permanent resident in the UK. While implementation of strategic decisions of the Board will largely be in the hands of the CEO and Leadership Team, there may also be a need for some Trustees to be involved in sub-committees established for specific purposes.

There are big challenges ahead, but we have the passion, belief and ambition to meet them. If you share our belief and commitment to improving the lives of those in need, we very much look forward to hearing from you and perhaps, welcoming you on board.

## **Our Board of Trustees**

Made up of experts in a variety of areas, our Board provides a guiding hand to ensure Muslim Aid is meeting its objectives.

### **Chair Iftikhar Awan**

Iftikhar is an independent Management Consultant, with over 30 years' experience working with the private, public and third sector. He specialises in programme, project and change management, and business consulting, particularly in the area of customer service improvement.

### **Vice - Chair Sara Pantuliano**

Sara is a Managing Director at ODI, where she has led the humanitarian team for six years. Sara is a member of the Global Future Council on the Humanitarian System of the World Economic Forum (WEF), the Managing Editor of Disasters Journal, a Trustee of SOS Sahel and IRIN news, and has served on a range of advisory boards, including Oxford University's Refugees Studies Centre and the UN Association of the UK.

### **Mohammed Abdul Aziz**

Abdul Aziz was the founding CEO of FAIR (2000-3) and the British Muslim Research Centre (2003-5). He has also served as a Commissioner at the Commission for Racial Equality (2003-7) and the Equal Opportunities Commission (2005-7) and on the Commission for Equality & Human Rights Taskforce and Steering Group (2003-6) and the TUC's Commission on Vulnerable Employment (2006-8).

### **Aaqil Ahmed**

Aaqil is the former Head of Religion and Ethics at both the BBC and Channel 4. At the BBC his role included commissioning religion TV, running in house TV and radio production in Salford and Belfast as well as being the Head of Religion internally and externally.

At Channel 4, he was also the Head of Multicultural Programming. Winning numerous awards from BAFTA, Emmy to Royal Television Society, as well as nominations including Grierson and Oscar.

### **Mustafa Faruqi**

Mustafa is the Head of Workplace Relations for Tesco which is the largest private sector employer in the UK. Prior to this, he has worked for a number of prominent companies in both the private and public sector including British Airways, Heathrow Airport and Network Rail. His career in human resources has specialised in negotiating with trade unions, implementing workplace change, developing HR policies and managing employee casework including employment tribunals.



**Salim Omar**

Salim started his career with Royal Mail as a graduate and worked in a number of Finance, Operational and Regulatory positions across the Group, culminating in his appointment as Finance Director for Royal Mail Logistics in November 2009. In 2014, Salim was head-hunted to become the Chief Financial Officer of Qatar Post and lead the Government funded Transformation of Qatar Post, and in 2017 was appointed the Chief Strategy & Regulatory Officer to lead the next phase of Transformation.

**Faria Ali**

Faria Ali is an associate in the corporate department of the international law firm Herbert Smith Freehills.

Faria graduated from the University of Oxford, where she read jurisprudence before going on to complete her LLM at the London School of Economics.

Faria is also the founder and Chair of Law Link, an organisation that promotes diversity and inclusion in the legal sector and has also held various roles at the United Nations, British Red Cross and Human Rights Commission of Pakistan.

“Muslim Aid is a charity that I have grown up with and I feel honoured to be in a position to contribute to its continued success as an organisation serving humanity across the globe.”

## INCOME GENERATION & MARKETING TRUSTEE ROLE DESCRIPTION AND PERSON SPECIFICATION

<b>Volunteer Type</b>	Trustee with experience in Income Generation & Marketing
<b>Length of Term</b>	3-year commitment
<b>Time commitment</b>	<ul style="list-style-type: none"> <li>• On Average 4 hours per month</li> <li>• You may be required to attend four quarterly meetings annually</li> <li>• You may be required to attend an annual AGM</li> <li>• You may be required to attend 1-4 Committee meetings</li> <li>• Physical presence at meetings is ideal, although video conferencing is also available for those who are unable to attend.</li> <li>• You may be required to reply to email correspondence in a timely way</li> </ul>
<b>Remuneration</b>	The role of Trustee does not have any financial remuneration; however, reasonable expenses for travel may be claimed
<b>Location</b>	Board meetings are usually held in London
<b>Purpose</b>	
<p>The Trustee is a key member of Muslim Aid's Board with the expertise to ensure the strategic oversight of the charity's finances and to support appropriate decisions and good governance by the Board.</p>	
<b>Statutory Responsibilities</b>	
<ul style="list-style-type: none"> <li>• Ensure that we pursue our objectives as defined in our governing documents.</li> <li>• Ensure that we use our resources exclusively in pursuance of our objects: the charity; must not spend money on activities that are not included in its own objects, no matter how worthwhile or charitable those activities may seem.</li> <li>• Ensure that we protect our charitable status. An important aspect is to ensure that we only spend our resources on charitable activities.</li> <li>• Ensure that we comply with our governing documents, charity and company law, other relevant legislation and regulations, and follows guidance issued by the Charity Commission and relevant regulators.</li> </ul>	
<b>Principle Responsibilities</b>	
<ol style="list-style-type: none"> <li>1. Giving strategic direction to the charity; setting overall policy, defining goals and setting targets and evaluating performance against agreed targets.</li> <li>2. Agreeing key strategic principles and policies and, when required, procedures for agreeing ad-hoc, exceptional, matters which fall outside established policy provisions.</li> <li>3. Ensuring compliance with legal, statutory, and regulatory responsibilities.</li> <li>4. Ensuring the charity acts within the constraints of its constitution.</li> <li>5. Safeguarding Muslim Aid's good name and values.</li> <li>6. Ensuring that the charity's governance is at the highest possible standard.</li> </ol>	

7. Guarding the long-term ability to advance the charity's objectives, holding its assets in trust for the benefit of current and future beneficiaries.
8. Maintaining oversight of the charity's fundraising.
9. Ensure the financial stability, effective and efficient administration of the charity, reviewing and approving financial strategies and monitoring income and expenditure, to ensure the organisation is in good financial health.
10. Manage risk (legal, security, reputational) and determine risk appetite.
11. Protect and manage the property of the charity.
12. Monitor the human resource and organisational development strategies and their implementation.

### **Income Generation & Marketing**

13. To setup and Chair Income Generation & Marketing Committee.
14. Have experience in charity fundraising with a sound understanding and experience of charity fundraising and marketing at strategic, operational and community level.
15. Bring overall leadership and drive as the Chair of Income Generation & Marketing Committee ensuring the development of the overall governance of the charity's fundraising and marketing functions, working closely with the Income Generation and Marketing team.
16. To ensure that there is the right breadth and depth of fundraising and marketing skills on the Income Generation & Marketing Committee, with access to the right networks, in order that the charity is in the best possible position to develop and deliver high quality strategies in fundraising, and marketing.
17. Nurture and cultivate stakeholder relationships to maximise their long-term support to the organisation.

### **Other**

18. Demonstrate a commitment to Muslim Aid's Equality and Diversity policy.
19. Ensuring the charity acts within the constraints of its constitution.
20. Safeguarding Muslim Aid's good name and values.
21. Ensuring that the charity's governance is at the highest possible standard.
22. Guarding the long-term ability to advance the charity's objectives, holding its assets in trust for the benefit of current and future beneficiaries.
23. Manage risk (legal, security, reputational) and determine risk appetite.
24. To ensure all records are maintained and stored appropriately in line with MA document management and IT policies.
25. To comply with all policies, procedures, legal and regulatory requirements.

## PERSON SPECIFICATION INCOME GENERATION & MARKETING TRUSTEE ROLE DESCRIPTION

<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Experience of fundraising and marketing and or business development at a senior level. This will include generating income from corporates, High Net Worth Individuals, events and or other initiatives. Philanthropic giving would be valuable.	X	
An understanding and acceptance of the legal duties, responsibilities, and liabilities of trusteeship.	X	
Direct experience of operating within the voluntary and community sector organisations	X	
Strategic planning experience at senior level.	X	

<b>Skills</b>	<b>Essential</b>	<b>Desirable</b>
Strategic thinking.	X	
Excellent networking skills, influencing and communication skills.	X	
Sound independent judgement.	X	
Ability to work as part of a team.	X	
Project management expertise in the delivery of complex project/activities to achieve long term strategic objectives and strong, positive publicity.		X
Proven effectiveness in facilitating organisational change with regards to branding and public engagement		X
Ability to think creatively and ambitious regarding the organisation's prospects, identifying key area for promotion and growth.	X	
Rigorous analytical thinking and problem-solving skills with proven experience of designing efficient processes and strategies that result in impact to beneficiaries	X	

<b>Knowledge</b>	<b>Essential</b>	<b>Desirable</b>
Legislative and operating framework for charities/voluntary and community sector organisations.		X
A thorough understanding of the Code of Fundraising Practice		X
Knowledge of the principles of corporate governance.	X	
An understanding of the challenges facing charities in maximising income streams and donor cultivation	X	

<b>Personal Qualities</b>	<b>Essential</b>	<b>Desirable</b>
Strong commitment to Muslim Aid's mission, visions, and values.	X	
Gravitas and positive personal profile.	X	
A willingness to speak your mind	X	
Commitment to the Seven Principles of Public Life (selflessness, integrity, objectivity, accountability, openness, honesty, and leadership).	X	

<b>Other Factors</b>	<b>Essential</b>	<b>Desirable</b>
Able to attend Board meetings in London.	X	

## **Why you should apply**

By becoming a Trustee, you have the opportunity to not just talk about how charities should be run but rather do something about it yourself. The role allows you to utilise your skills and make the changes you want to see. By joining Muslim Aid, you have the opportunity to work towards a cause that you feel passionate about and be a part of something special.

## **How to Apply**

Muslim Aid is seeking applications across all sectors of society, regardless of age, gender, race, religion, ethnicity but wishes to encourage applications from women on the basis that they are underrepresented on the board of trustees.

If you are interested in the role please familiarise yourself with Muslim Aid Trustee Information Pack, Role Description and Person Specification and forward your Trustee Application Form and CV to [recruitment@muslimaid.org](mailto:recruitment@muslimaid.org) with the subject line "Legal Trustee." If you are applying via our Muslim Aid website, please click the apply portal.