

Job Title:	Head of Fundraising & Marketing
Department:	Fundraising and Marketing
Location:	London, UK
Reports to:	CEO
Line Management Responsibility:	Campaigns Manager, Supporter Relations & Data Insights Manager, Philanthropy Manager, and Fundraising & Volunteers Manager
Budgetary Responsibility:	Yes
Child Safeguarding level:	<p>We are committed to the safeguarding and protection of children and vulnerable people in our work. We will do everything possible to ensure that only those who are suitable to work with children and vulnerable people are recruited to work for us.</p> <p>Therefore, this post is subject to a range of vetting checks including a criminal records disclosure, DBS, or in the event that the employee is not a UK resident, a check to its equivalent in the current residing country will be required.</p>

Job Purpose:

The Head of Fundraising & Marketing is a key member of Muslim Aid’s Leadership Team with responsibility for developing our fundraising and marketing communication strategy and overseeing all marketing communication activities across the organisation.

The post holder will be responsible for raising and growing revenue, will design and implement a sustainable development strategy to increase philanthropic revenue from a diverse portfolio of supporters across the UK. They will mentor and lead a team of fundraisers to achieve ambitious revenue and renewal goals year over year, while delivering excellent stewardship experiences for our supporters.

Key Accountabilities:

Fundraising

1. Design and deliver MA’s cross organisational fundraising and marketing communication strategy with a focus on sustainable and reliable unrestricted income generation. This will includes key activities, areas of required investment, KPIs and milestones as well as the projected growth of fundraising income
2. Set clear strategic direction and drive ambitious, achievable targets for all income streams aligned to our vision, mission and strategic goals
3. Increase and diversify existing and new revenue streams specifically digital, CSR and Private Philanthropy
4. Develop and use data insights to create and measure impact of campaigns.
5. Improve, establish and implement digital platforms as a basis for growth in individual giving and community fundraising
6. Have a creative approach to fundraising and fundraiser/donor engagement, recognising the special relationship fundraisers and donors have with Muslim Aid

7. Champion the supporter journey and digital innovation, ensuring an excellent supporter care programme is developed, keeping up to date on key trends, best practice and fundraising law.

Marketing Communication

8. Provide effective marketing communication leadership for the organisation in collaboration with key stakeholders, and drive forward transformational integrated marketing activities and campaigns
9. Working with key stakeholders, drive our digital strategy, injecting creativity and expertise in to our digital offering and keeping up to date with latest developments in all our countries, rolling out new ideas and activities where appropriate
10. Ensure we have the right offerings to engage audiences, including a strong case for donors, supporters and the media
11. Build and promote MA's profile among opinion formers, media and supporters to maximise support for campaigns, international partners, income generation and advocacy related issues
12. Oversee the development and delivery of proactive media activities across all channels
13. Establish an 'always on' approach with the press office to all potential media opportunities, recognising and setting the example of swift, timely and accurate responses to any media opportunity
14. Oversee all activities and strategies for branding and positioning issues for MA globally. Ensure our Muslim Aid brand works for, and is embedded in, all parts of our organisation.
15. Ensure we have the activity and engagement initiatives needed to connect the organisation with the communities we serve both in the UK and internationally
16. Increase reach, stakeholder engagement, income and advocacy, to foster long-term support and growth for Muslim Aid
17. Work with the management team and Country Leads to identify potential opportunities for new marketing campaigns
18. Oversee MA's cross organisational communication channels including the website and social media, ensuring appropriate sign off processes are followed
19. Ensure MA's core target audiences are properly defined by the marketing team
20. Lead on the proactive management of reputational threats and risks, agreeing policies and plans.

Leadership and Planning

21. Provide strategic values-driven leadership and inspiring management to the team, motivating and supporting individuals in their work
22. Build on the areas of High Net Worth and CSR in regards to income generated from corporate, major donor and trusts so that these areas become part of our sustainable fundraising foundation
23. Set clear team priorities and individual objectives in line with Muslim Aid's strategic plan
24. Manage staff performance against the delivery of these objectives on a regular basis, conduct regular one to one's meetings with direct reports and provide regular feedback and support throughout the year as part of the appraisal process
25. Ensure communications within and between teams are effective and working relationships are supportive and productive
26. Embed MA values and promote a culture of learning, professionalism, collaboration and innovation.
27. Play an active role in the organisational strategic planning process and be responsible for the completion of operating plans and budgets in conjunction with the Leadership Team
28. Ensure accountability and the consistent implementation of agreed policies and procedures
29. Represent Muslim Aid at external events to promote the work of the charity and encourage support and donations
30. Attend and participate in Trustee meetings, providing updates and feedback on fundraising and marketing activity.

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Person Specification		
	Essential / Desirable	Assessment Stage
Qualifications:		
Educated to degree standard or equivalent	Essential	Application
Relevant professional qualification in Communication and Marketing i.e. CIM.	Desirable	Application
Experience & Knowledge:		
Extensive experience of working at a senior level in an INGO/Charity sector.	Essential	Application and Interview
Experience of developing a fundraising and marketing strategy to maximise income growth.	Essential	Application and Interview
Experience across diverse fields of fundraising including individual, major and corporate funding and understanding of key fundraising markets.	Essential	Application and Interview
Experience of building a strong brand and raising the profile of an organisation.	Essential	Application and Interview
Strategic, innovative and results driven professional with a track record of success.		
Significant management experience and proven ability to lead, inspire and motivate teams.	Essential	Application and Interview
A broad, strategic understanding of the charity funding landscape, with particular knowledge of external developments which impact on faith-based charities in particular.	Essential	Application and Interview
High level understanding of strategic marketing processes and techniques, current developments and trends.	Essential	Application and Interview
Proven experience in financial management, including developing forecasts, budgets and monitoring expenditure.	Essential	Application and Interview
Skills & Abilities:		
Ability to develop and expand digital fundraising.	Essential	Application and Interview
Ability to contribute to overall leadership and development of Organisation and bring MA's fundraising, marketing communication and programme work closer together.	Essential	Application and Interview

Confident and inspiring communicator with strong portfolio of contacts.	Essential	Application and Interview
Attention to detail, ability to think strategically, anticipate implications of decisions and identify trends.	Essential	Application and Interview
Excellent communication, presentation and interpersonal skills with the ability to influence and promote the charity to various stakeholders.	Essential	Application and Interview
Ability to generate solutions, analyse and understand issues and make rational judgements based on relevant information.	Essential	Application and Interview
Ability to motivate and lead the team: building positive relationships of support, a focused, professional learning environment and sustainable working practices.	Essential	Application and Interview
Ability to collaborate with others to develop innovative and creative content for various media channels.	Essential	Application and Interview
Good project management skills with the ability to oversee multiple projects both small and large as well as established work streams.	Essential	Application and Interview
Excellent organisational and time management skills with the ability to prioritise work, handle conflicting demands and meet tight deadlines.	Essential	Application and Interview
High level of competence in use of IT including Microsoft Office packages and database design and use.	Essential	Application and Interview
Commitments:		
Commitment to Muslim Aid's mission, visions and values.	Essential	
Commitment to Muslim Aid's ethos.	Essential	
Commitment to equality of opportunity and diversity.	Essential	
Commitment to Muslim Aid's Child and Vulnerable Adults Policy and Procedure.	Essential	

You will display the competencies below :	
Competencies	Definition
Team working	Co-operates with and respect colleagues to exceed up and beyond individual efforts.
Communication	The ability to listen, express and communicate information effectively.
Performance Management	Delivery of organisation objectives through effective setting of SMART personal goals and team goals.
Results Focused	Getting the job done in an efficient way through effective time, task and financial management.
Leadership	Inspiring, supporting and developing others to achieve outstanding levels of performance.
Innovation & Continuous Improvement	Constantly seeking to improve the way business is done through analysis, creativity, problem solving and change initiatives.

Please signify your acceptance of this job description by signing below and returning a copy to HR					
Employee signature:		Employee Name:		Date:	
Line Manager signature:		Line Manager Name:		Date:	