

JOB DESCRIPTION

Job Title:	Director of Fundraising & Communication
Line Manager:	Chief Executive Officer
Direct Reports:	Head of Fundraising, Head of Marketing and Head of External Relations.

Purpose of the Post

The Director of Fundraising & Communication is a key member of Muslim Aid's leadership team with responsibility for developing our fundraising, marketing and communications strategy and overseeing all marketing activities across the organisation.

This leader 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. The post holder 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. The post holder will have well-honed skills, a positive attitude, and possess the ability to thrive in a high-energy, fast-paced and entrepreneurial organization as part of a collaborative, cross-matrixed and committed team.

In particular, the post holder will take overall responsibility for:

- Fundraising leadership in order to increase and diversify revenue
- Marketing and Communications leadership ensuring we meet our organisation strategic priorities, in addition to our goals for awareness and supporter engagement
- Planning, budgeting and developing the fundraising and communications function
- Promoting effective learning and development with a culture of professionalism and continuous improvement.
- Leading the development and implementation of a 3 year fundraising and communications strategy to support our ambition of significantly increasing voluntary income. This will include key activities, areas of required investment, KPIs and milestones as well as the projected growth of fundraising income

Main Responsibilities

Fundraising

1. Review, implement and manage our fundraising strategy and tactical plans.
2. Design and deliver MA's cross organisational fundraising strategy with a focus on sustainable unrestricted income generation.
3. To improve, establish and implement digital platforms as a basis for growth in individual giving and community fundraising.
4. Set clear strategic direction and drive ambitious, achievable targets for all income streams aligned to our vision, mission and strategic goals.

5. Have a creative approach to fundraising and fundraiser/donor engagement, recognising the special relationship fundraisers and donors have with Muslim Aid.
6. Provide guidance and leadership on events, community and individual fundraising
7. Support our Head post holders to strengthen these areas, adding to the portfolio where needed, finding creative solutions to engaging new fundraisers and reactivating lapsed ones.
8. Train and support highly motivated volunteers
9. Lead on developing a local fundraising strategy, further developing our efforts in the UK
10. Add guidance and significant value to our growing areas of individual giving, helping the team to establish a marketing programme for each area
11. Provide guidance and support to the Director of Business Development in regards to income generated from corporate, major donor and trusts. Build on these areas so they become part of our sustainable fundraising foundation.
12. To champion the supporter journey, ensuring an excellent supporter care programme is developed, keeping up to date on key trends, best practice and fundraising law.

Communication and Marketing

1. Provide effective communications and marketing leadership for the organisation in collaboration with key stakeholders, and drive forward transformational integrated marketing activities and campaigns
2. Ensure MA's core target audiences are defined by the marketing team.
3. Ensure we have the right offerings to engage audiences, including a strong case for donors, supporters and the media.
4. Oversee the development and delivery of proactive media activities across all channels to raise the profile of MA to all relevant media
5. To 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.
6. To lead on the proactive management of reputational threats and risks, agreeing policies and plans.
7. Identify opportunities and implement practices which will help raise the profile of the organisation and its work through PR and media campaigns/activities as well as supporting all other aspects of the organisation from a media and PR perspective.
8. 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.
9. Oversee all activities and strategies for branding and positioning issues for MA globally.
10. Ensure our Muslim Aid brand works for, and is embedded in, all parts of our organisation.
11. Ensure we have the activity and engagement initiatives needed to connect the organisation with the communities we serve both in the UK and internationally.
12. Increase reach, stakeholder engagement, income and advocacy, to foster long-term support and growth for Muslim Aid.
13. Provide creative and innovative solutions to increase the organisation profile, working with the Director of Business Development, Director of International Programmes and Country Directors to identify potential opportunities for new marketing campaigns.

14. Oversee MA's cross organisational communication channels including the website and social media, ensuring appropriate sign off processes are followed.
15. 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.

Leadership and Planning

1. Provide strategic leadership and inspiring management to the team, motivating and supporting individuals in their work.
2. Set clear team priorities and individual objectives in line with Muslim Aid's strategic plan.
3. 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.
4. Ensure communications within and between teams are effective and working relationships are supportive and productive.
5. Promote a culture of learning, professionalism, collaboration and innovation.
6. 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 SLT.
7. Ensure accountability and the consistent implementation of agreed policies and procedures.
8. Represent Muslim Aid at external events to promote the work of the charity and encourage support and donations.
9. Attend and participate in Trustee meetings, providing updates and feedback on fundraising and marketing activity.

PERSON SPECIFICATION

Knowledge and Experience	Desirable/ Essential
<p>Qualification(s)</p> <ul style="list-style-type: none"> a) Educated to degree standard or equivalent. b) Relevant professional qualification in Communication and Marketing i.e. CIM. 	<p>Essential Desirable</p>
<p>Experience</p> <ul style="list-style-type: none"> a) Minimum of 10 years experience of leading a team, planning and implementing operational plans b) Experience of both charity and commercial sector c) Experience of setting and meeting income targets d) Extensive experience at senior level in fundraising e) Experience of managing major donor or business development board and programmes f) Experience of developing community fundraising events g) Experience of securing and managing corporate partnerships h) Experience of developing direct mail, particularly committed giving i) Experience of trust fundraising j) Experience of marketing strategy and operations 	<p>Essential Desirable Essential Essential Essential Essential Essential Essential Essential Essential</p>
<p>Knowledge</p> <ul style="list-style-type: none"> a) A broad, strategic understanding of the funding landscape, with particular knowledge of external developments which impact on faith-based charities in particular. b) An understanding of effective strategic and operational planning and the ability to develop appropriate, stretching targets and meaningful performance measures. c) Expert knowledge of fundraising law, standards and best practice combined with the ability to coach and develop staff at all levels. d) High level understanding of strategic marketing processes and techniques, current developments and trends. e) Knowledge and skills in website development and social media marketing with understanding of trends in digital technology. 	<p>Essential Essential Essential Essential Essential</p>

<p>Skills and Abilities</p> <ul style="list-style-type: none"> a) Ability to develop a compelling vision for Muslim Aid with the ability to inspire staff across the organization to implement our marketing, communications and digital strategies b) The ability to develop and implement leading edge fundraising strategies, and the ability to spot, develop and exploit potential across a range of income streams and marketing opportunities. c) Ability to establish and develop positive relationships with funders as well as a range of external partnerships. d) Excellent communication, presentation and interpersonal skills with the ability to persuade and promote the charity to VIPs, policy makers and a wide range of audiences. Diplomatic skills and the ability to resolve conflicting opinions and interests are also needed. e) Ability to motivate and lead the team: building positive relationships of support, a focussed, professional learning environment and sustainable working practices. f) Ability to collaborate with others to develop innovative and creative content for various media channels. g) Good project management skills with the ability to oversee multiple projects both small and large as well as established work streams. h) Excellent organisational and time management skills with the ability to prioritise work, handle conflicting demands and meet tight deadlines. i) High level of competence in use of IT including Microsoft Office packages and database design and use. 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>
<p>Commitment</p> <ul style="list-style-type: none"> a) Commitment to Muslim Aid’s mission, visions and values. b) Commitment to Muslim Aid’s ethos. c) Commitment to equality of opportunity and diversity. d) Willingness to work variable hours including evenings and weekends as needed. e) Flexibility to travel to meetings as required within the UK and internationally. 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>