



JOB DESCRIPTION | Fundraising and Marketing Manager | MUNTADA AID

Job title:	FUNDRAISING AND MARKETING MANAGER		
Salary:	£32,000 – £35,000 Per annum (Depending on experience)	Location:	Parsons Green, London SW6
Responsible to:	Chief Executive Officer	Responsible for:	- fundraising, marketing & Donations team - volunteers
Contract:	- Full Time 40 hours per week; - 1 YEAR fixed term - 5 days per week [availability must be 7 days per week] - weekdays, weekend & evening	Start Date:	Immediate Start

1. The Role

In conjunction with the Board of Trustees, CEO and SMT members, Develop and Execute an effective strategy for Muntada Aid; with specific responsibility to develop and lead the income generation and marketing strategy for Muntada Aid to secure the resources required to deliver its strategic objectives, both now and in the future.

Note: Must be flexible with willingness to work weekends, evenings and during campaign periods, with due TOIL provisions granted.

2. Main tasks

Fundraising:

1. Develop, coordinate and implement Muntada Aid's Fundraising strategy.
2. Develop and execute work plans for all major campaigns and events throughout the year.
3. Maintain all fundraising activities throughout the year to generate the funds needed to sustain humanitarian and organizational activities.
4. Provide leadership to fundraising (and marketing) staff, and fundraising volunteers, inspiring them to perform and achieve the department's ambitious targets and goals.
5. Source new innovate opportunities, relationships and partnerships to increase the yearly income.
6. Manage all fundraising contracts with TV stations, strategic partners, community organizations etc to ensure the agreed terms are maximized for Muntada Aid's benefit.
7. Produce reports on all major events and campaigns in order to learn and develop best practice.
8. Conduct high caliber fundraising presentations to all stakeholders and potential supporters. Up to 5,000 people in major events.
9. Oversee and provide strategic guidance to all regional offices to ensure strategic objectives are being maintained.
10. Manage all budgets for departments to ensure funds are being utilized effectively and efficiently to



achieve the objectives set.

11. Ensure an excellent supporter care programme. Keeping up to date on key trends, best practice and fundraising law.
12. Have a creative approach to fundraising and fundraiser/donor engagement, 2rganizatio the special relationship fundraisers and donors have with Muntada Aid.
13. Ensure that all resources and materials needed for fundraising activities are produced and stocked.
14. Ensure that all necessary records and reports are kept of the above activities on internal databases.
15. Ensure an excellent supporter care programme. Keeping up to date on key trends, best practice and fundraising law.
16. Ensure that all donation processing systems are maintained and developed so donations are received effectively and so we can access and analyse the methods being used.
17. Oversee the generation of campaign reports for all major appeals and campaigns.
18. Ensure operations for all regular giving, single donations and pledge follow ups are operating smoothly and we are maximizing the donations from the income streams

Marketing:

1. Provide effective marketing leadership for the 2rganization in collaboration with all heads of departments and drive forward transformational integrated marketing activities and campaigns over the next 12 months.
2. Research into understanding current donors & target audience's needs & expectations
3. Building trust & credibility as a major charity in the mainstream Muslim market via Endorsements/ Alliances / Partnerships / Outreach
4. Ensure all production types ie videos, print material, copy, are to a highly competitive standard in line with leading organizations and are utilized across all relevant platforms such as TV, Print, Socila Media, Digital marketing and events.
5. Ensure we have a high level of engagement on all Social Media platforms
6. To vastly increase digital marketing activity with a focus on conversions and return on investments.
7. Increase reach, stakeholder engagement, income and advocacy, to foster long term supporters and growth for the charity
8. Working closely with all related departments, such as programmes, fundraising and donations, to ensure that coordination of projects is communicated accurately and reported back to the donors promptly.
9. Ensure that all advertising and promotional contracts are fulfilled in line with Muntada Aid strategic objectives.
10. To ensure that all projects and campaigns have a set of marketing materials to be used in promotional



and fundraising activities and that all content is regularly updated across all platforms.

11. Develop and ensure execution of strict branding guidelines to ensure our corporate identify and positioning is maintained and constantly reviewed and refined.
12. Ensure that campaigns can be tracked and produce regular analysis of results obtained

Other General Duties

- Promoting Muntada Aid's vision, mission and values, and act as an ambassador and role model at all times
- To attend networking events and other events to promote the work of Muntada Aid, and enhance visibility.
- Travel across the UK and internationally as part of fundraising role, including field offices to gain first hand insight into Muntada Aid's projects for which funding is being sought.
- To write reports and plans which inform decision making at Senior Management and Trustee level
- To undertake any other duties commensurate with the accountabilities of the post.
- Appear on TV to represent the activities of Muntada Aid during campaign periods. To participate in meetings associated with the work above.
- To maintain all the administrative needs that are associated with fundraising and marketing.
- Develop responses and action plans for reputational challenges and crises (including donor relations), and coordinate the external responses in consultation with leadership;
- To be responsive to evolving organisational needs and support any reasonable task within and beyond usual remit, as required.



PERSON SPECIFICATION | Fundraising and Marketing Manager | MUNTADA AID

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It is essential that the post holder shows a good understanding and empathy with the Islamic values and principles as well as commitment to Muntada Aid's vision and mission.

- Experience of developing and establishing strategies and work plans which help to deliver the wider organisational objectives, especially in relation to fundraising and resource development.
- Proven experience of significant income generation that is; granted, earned or given/donated (ideally from diversified markets)
- Proven ability to lead, and give direction to staff (and volunteers) through delegation of authority and tasks, and effective performance management.
- Degree or higher expected. Qualification in fundraising, marketing or humanitarian related area (e.g. business administration, international development) or associated subjects preferable.
- Excellent computer and IT skills, including the use of standard MS software packages (Word, Excel, PowerPoint, Outlook). Experience in using fundraising databases is an advantage.
- Good financial and resource management which enables strategic goals to be achieved within budgetary constraints.
- Demonstrated skills in networking which lead to positive relationships with external bodies.
- Ability to guide staff development towards achieving key performance indicators and organisational strategy.
- Ability and experience of traveling to field offices and humanitarian events abroad
- A good understanding of how to build, guide and motivate teams that have a clear innovative direction as well as working collaboratively as part of a high performing senior team.
- Sound communication skills which delivers complex information persuasively
- Proven ability to report on decisions which have been drawn from sound analysis of available data.
- To work in a way which always considers the organisations long term vision whilst maintaining an overview of its immediate situation and needs.
- An understanding of international development and humanitarian work, with a proven track record in initiating and maintaining successful partnerships and relationships.
- Proven ability in public speaking and all other aspects of communication and marketing.
- Experience and familiarity in using up to date communications technology (i.e. multimedia, digital, publishing, public relations etc)
- Fluent written and spoken English; a working knowledge of a second language (such as Arabic, or an Indian Subcontinent language) is desirable.



KEY PERSONAL QUALITIES

- Is committed to Muntada Aid's faith inspired values, upholding the highest standards in conduct.
- Strong emotional intelligence and resilience, and able to maintain composure - acting in a calm and measured way, including in difficult situations.
- Has a positive disposition, and able to overcome setbacks by motivating others.
- Is highly flexible, dynamic and able to adapt to changing situations and priorities.
- Has a learning attitude and a continuous improvement philosophy.