

<b>Job Title:</b>	Head of Income Generation & Marketing
<b>Department:</b>	Income Generation & Marketing
<b>Location:</b>	London, UK - Hybrid
<b>Reports to:</b>	CEO
<b>Line Management responsibility:</b>	Digital Marketing Manager, Supporter Relations & Data Insights Manager, Philanthropy & Partnerships Manager, Fundraising Manager, Senior Videographer, Campaigns Coordinator & IGM Support Officer
<b>Budgetary Responsibility:</b>	£2M+
<b>Child Safeguarding level:</b>	<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 Income Generation & Marketing is a key member of Muslim Aid’s Leadership Team, responsible for executing the organisation’s fundraising and marketing strategy and overseeing all marketing and communications activities across the organisation. The post holder will lead the delivery of income generation plans, providing strategic direction and hands-on operational support to their direct reports to maximise income across all sub-department income streams. They will be accountable for growing and sustaining revenue from a diverse portfolio of supporters across the UK, ensuring income targets are met or exceeded.

The role includes mentoring and leading Management, supporting them to implement effective fundraising activity, achieve ambitious income and renewal targets year on year, and deliver high-quality stewardship experiences for supporters.

**Key Accountabilities:**

**Fundraising**

1. Design and deliver MA’s cross organisational fundraising and marketing strategy with a focus on sustainable and reliable unrestricted income generation. This will include key activities, areas of required investment, KPIs and milestones as well as the projected growth of fundraising income
2. Increase and diversify existing and new revenue streams specifically digital, CSR and private philanthropy.
3. Drive delivery against income targets by setting clear, ambitious, and achievable operational targets for each income stream, ensuring teams are supported to meet objectives aligned with Muslim Aid’s vision, mission, and strategic goals.
4. Use data and performance insights operationally to inform decision-making, optimise campaigns, improve return on investment, and measure impact across all fundraising activities.
5. Improve, establish and implement digital platforms as a basis for growth in individual giving and community fundraising.
6. Champion the supporter journey and digital innovation, ensuring an excellent supporter care programme is developed in line with best practice and fundraising requirements.

7. Represent Muslim Aid at external events to promote the work of the charity and encourage support and donations.

### **Digital & Marketing**

8. Provide effective marketing 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 into 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 inspiring and motivating values-driven leadership to the team that enables them to deliver their goals and achieve their potential.
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, individual goals and provide development opportunities that enables employees to excel in their roles.
24. 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.
25. Ensure accountability and the consistent implementation of agreed policies and procedures.
26. Attend and participate in Trustee meetings, providing updates and feedback on fundraising and marketing activity.

### **Other**

27. To ensure all records are maintained and stored appropriately in line with MA document management and IT policies.
28. To comply with all policies, procedures, legal and regulatory requirements.
29. Any other duties commensurate with the accountabilities of the post.
30. Represent Muslim Aid at external networking groups and other meetings as required.

Person Specification		
	Essential / Desirable	Assessment Stage
<b>Qualifications:</b>		
Educated to degree standard or equivalent.	Essential	Application
Relevant professional qualification in Fundraising & Marketing (e.g. Chartered Institute of Fundraising (CIOF), CIM, Institute of Data & Marketing (IDM), CIPR), or equivalent professional qualification.	Desirable	Application
<b>Experience &amp; Knowledge:</b>		
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.	Desirable	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.	Essential	Application and Interview
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
<b>Skills &amp; Abilities:</b>		
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
<b>Commitments:</b>		
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 Global Safeguarding Policy	Essential	

**You will display the competencies below :**

<b>Competencies</b>	<b>Definition</b>
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**

<b>Employee Signature:</b>		<b>Employee Name:</b>		<b>Date:</b>	
<b>Line Manager Signature:</b>		<b>Line Manager Name:</b>		<b>Date:</b>	