

MUSLIM AID | JOB DESCRIPTION

Job Title:	Marketing, Communications & Campaigns Lead
Department:	Growth
Location:	London (Hybrid)
Reports to:	Head of Growth
Line Management:	Product & Campaigns Manager; Communications & PR Officer
Contract Type:	Permanent, Full-Time
Grade:	5
Safeguarding:	Muslim Aid has a zero-tolerance approach to Sexual Exploitation and Abuse (SEA) and all forms of safeguarding related misconduct, consistent with international standards including the UN Secretary General's Bulletin (ST/SGB/2003/13) and IASC PSEA principles. We are committed to the safeguarding and protection of children and vulnerable people across all aspects of our work. To prevent the recruitment of individuals with a history of SEA or safeguarding misconduct, all posts are subject to pre-employment vetting. This includes criminal records disclosure, a DBS check for UK-based candidates, or an equivalent criminal record check for candidates residing outside the United Kingdom, alongside reference checks that specifically address safeguarding and PSEA conduct. By applying for this position, candidates confirm their understanding of and commitment to Muslim Aid's safeguarding standards and accept that appointment is conditional upon satisfactory completion of all required checks.

JOB PURPOSE

The Marketing, Communications & Campaigns Lead is responsible for leading Muslim Aid's marketing, communications and public relations function within the Growth Department. The role balances income generation, supporter engagement, donor retention, and audience growth with organisation-wide external communications, reputation management, and Muslim Aid's values.

The postholder leads the development and delivery of integrated marketing, communications and PR strategies that translate organisational priorities, programme impact, fundraising products, and supporter journeys into compelling communications that drive measurable growth outcomes.

The role also leads the development and delivery of media relations, public relations, reputation management, and organisational storytelling that platform Muslim Aid's programmes, advocacy, impact, and Islamic ethos and values, while ensuring external communications are not over-commercialised at the expense of credibility, trust, and organisational mission.

The postholder works closely with the Head of Growth and Head of Impact to ensure marketing, communications, PR, programmes, and advocacy are aligned through shared planning, messaging, and approval processes, enabling Growth and organisational communications considerations to be balanced constructively within a single management line.

This is a senior leadership role within the Growth Department leadership structure, contributing directly to the successful delivery of Muslim Aid UK's Growth Strategy 2026–2030. The role owns the marketing communications, brand, and PR engine that brings Muslim Aid's products and campaigns to life across every channel and audience; it works in close partnership with the Product & Campaigns Manager, who owns the campaigns calendar, product portfolio, and associated income targets, and with the Digital & Influence Marketing Senior Officer, who owns paid and influencer digital channel delivery.

Reflecting the Growth Department's evolving structure, the Product & Campaigns Manager now reports directly into this role, alongside the Communications & PR Officer, bringing campaign delivery, product marketing, and communications execution under one integrated leadership line. This does not alter the decision rights set out below: the Product & Campaigns Manager retains full ownership of the product portfolio, campaign calendar, and income targets, while the

Marketing, Communications & Campaigns Lead is accountable for the performance, development, and day-to-day management of both direct reports.

The Product & Campaigns Manager retains ownership of the fundraising product portfolio, campaign calendar, campaign propositions, campaign prioritisation, campaign timing, audience targeting decisions, and income targets. The Marketing, Communications & Campaigns Lead is responsible for developing and delivering the communications, brand, PR, storytelling, and audience engagement strategies that bring those products and campaigns to market.

DECISION RIGHTS & ACCOUNTABILITY

The table below sets out where responsibility sits between the Product & Campaigns Manager and the Marketing, Communications & Campaigns Lead. “Develops” denotes leading the development of the area and being responsible for its content; “Delivers” denotes responsibility for execution and delivery; “Oversees” denotes oversight, guidance, and/or approval; “Provides Input” denotes contribution and advice without decision-making authority.

Area	Product & Campaigns Manager	Marketing, Communications & Campaigns Lead
Product Portfolio	Develops	Oversees
Campaign Calendar	Develops	Oversees
Campaign Prioritisation	Develops	Oversees
Income Targets	Develops	Oversees
Product Proposition	Develops	Oversees
Audience Selection	Develops	Oversees
Campaign Messaging	Delivers	Develops
Brand Positioning	Provides Input	Delivers
PR Strategy	Delivers	Develops
Storytelling Approach	Delivers	Develops
Communications Channels	Delivers	Develops
Creative Execution	Develops	Oversees

STRATEGIC CONTEXT

Muslim Aid UK's Growth Strategy 2026–2030 sets out an ambitious vision: growing income year on year, diversifying the supporter base across five priority audiences — Communities/Diaspora, Professionals, Corporates, HNWIs, and Young People — and building a whole-year, programme-aligned fundraising model. Delivering this ambition requires a modern, audience-led Marketing Communications function capable of:

- Driving supporter acquisition and retention across all five priority audience segments
- Increasing engagement through compelling, data-driven, multi-channel communications
- Building stronger donor journeys and maximising lifetime value
- Supporting signature product development and integrated fundraising campaigns with strong MarComs execution
- Strengthening Muslim Aid's brand, visibility, and credibility with its core communities
- Creating compelling programme-led storytelling that inspires action and builds donor trust
- Ensuring Muslim Aid's reputation is protected, managed, and proactively built across media and stakeholder channels

Muslim Aid UK's draft Communications Strategy is still to be finalised and will be incorporated into a revised Growth Strategy. The Marketing, Communications & Campaigns Lead will lead on the communications elements of the Growth Strategy, working closely with the Advocacy team in Impact to deliver the Impact strategy's advocacy components in an integrated way.

The Marketing, Communications & Campaigns Lead is the organisational lead for all external marketing communications, brand, PR, and supporter communications outputs, operating as a trusted partner to the Head of Growth, the Head of Impact, and the CEO.

DELIVERABLES

1. Strategy & Campaign Communications

Deliverables

- Develop a comprehensive, integrated Marketing, Communications and Campaigns strategy that is aligned to the Growth Strategy, its five priority audience segments (Communities/Diaspora, Professionals, Corporates, HNWIs, and Young People), and its wider organisational communications audience.
- Drive MarComs, brand, and PR execution of Muslim Aid's campaign and product calendar, working from the campaign calendar, product portfolio, propositions, target audiences, and income targets established by the Product & Campaigns Manager.
- Review and approve the flagship and year-round campaign plans submitted by the Product & Campaigns Manager, with flagship campaign plans approved at least twelve weeks before launch.
- Oversee MarComs strategy and content input into signature product launches, ensuring every new product is supported by a full, audience-segmented communications plan covering messaging, PR, and channel-ready content, in partnership with the Product & Campaigns Manager.
- Develop audience-specific fundraising communication approaches for each of the five priority audience groups, working closely with the Community Fundraising function and Supporter Engagement Manager to ensure messaging is targeted, relevant, and conversion-focused.
- Lead campaign communications, messaging, and PR for all major fundraising moments including Ramadan, Qurbani/Dhul Hijjah, Rabi al-Awwal, emergency appeals, and year-round programmatic campaigns, ensuring faith-sensitive, audience-led, on-brand delivery against the objectives, propositions, timing, and income targets set by the Product & Campaigns Manager.
- Champion a data-driven approach to all MarComs activity to continuously optimise performance and inform strategic decisions.
- Oversee the development of income products by the Product and Campaigns team providing advice and guidance to enable them to grow income streams from our target audiences that are aligned with the Marketing, Communication and Campaigns and strategy.
- Manage the Communications and PR budget, ensuring cost-efficient deployment of resources that supports the organisation's target of maintaining fundraising costs at 15 to 20% of income.

2. Supporter & Donor Communications

Deliverables

- Lead the production of supporter-facing donor communications achieving a 30% open rate target.
- Collaborate with Supporter Engagement to ensure all MarComs activity supports the full donor journey whilst maintaining ethical, values-led, and programme-informed communications that build long-term trust.
- Lead Muslim Aid's whole-year approach to donor engagement communications, ensuring supporters are connected to Muslim Aid's work meaningfully through

programme-led, values-rooted content beyond peak seasons, as an ongoing standard for the role rather than a fixed-term initiative.

- Oversee content collection from Country Offices, and implementing partners, coordinating with Impact to ensure authentic programme stories reach donor audiences and drive engagement.
- Champion the use of personalised, data-driven donor communications including tailored email journeys, SMS campaigns, and segmented appeals to improve click-through rates, retention, and giving frequency.

3. Brand, Editorial Standards and Website

Deliverables

- Set the editorial and brand standards for compelling, programme-aligned impact storytelling that inspire giving and build long-term supporter loyalty.
- Lead the ongoing development of the Muslim Aid's brand identity, including narrative frameworks, visual identity standards, tone of voice, and audience-specific messaging guides
- Develop and maintain brand and messaging frameworks that serve the Growth team's income generation goals while also reflecting strategic priorities, programmatic impact, organisational values, and the trust of Muslim communities.
- Provide editorial oversight of all external-facing communications produced across Growth and the wider organisation, ensuring the development of, and compliance with, brand standards (including accuracy, dignity, voice, safeguarding, and consent) and messaging consistency.
- Own editorial oversight of the Muslim Aid website, ensuring content is current, donor-centric, brand-compliant, and optimised for conversion, supporting the target of a 2% website conversion rate. Day-to-day website updates are delivered by the Communications & PR Officer against this editorial standard.
- Lead brand refresh and development initiatives, including narrative evolution, visual updates, and audience-facing brand positioning to strengthen Muslim Aid's profile and donor preference.
- Manage external creative agencies, design suppliers, and production partners to deliver brand-compliant, high-quality assets to brief, budget, and schedule.

4. Media & Public Relations

Deliverables

- Lead proactive and reactive media relations for Muslim Aid UK, building and maintaining strong relationships with journalists, editors, broadcasters, digital creators, and Muslim media outlets.
- Develop and execute a public relations strategy that builds Muslim Aid's profile as a leading faith-based humanitarian and development organisation, securing positive, accurate, and impactful media coverage year-round.
- Coordinate media responses, spokesperson preparation, press releases, statements, opinion pieces, and media briefings in line with agreed sign-off processes.
- Collaborate with Impact and Country Offices to identify and develop thought leadership opportunities, comment pieces, and spokespeople development to position Muslim Aid's leadership as credible voices in the INGO sector, the Muslim community, and broader public discourse.
- Lead crisis communications planning and response, ensuring rapid, transparent, values-aligned communications in the event of reputational, humanitarian, or organisational incidents, protecting the Muslim Aid brand and donor, public, and regulator trust.
- Maintain a media contacts database and PR workflow, ensuring efficient enquiry management and timely, high-quality responses to all media requests.

- Develop social media and communication policies/guidelines that aligning with organisational capacity and sectoral best practice.

5. Corporate Communications & Reputation Management

Deliverables

- Lead corporate communications for Muslim Aid UK, ensuring the organisation's voice is coherent, authoritative, and trusted across all stakeholder groups including donors, media, strategic partners, government bodies, and the Muslim community.
- Support the CEO and Leadership Team with strategic communications including stakeholder briefings and external organisational statements.
- Contribute communications expertise and input to the production of the Annual Report and other statutory communications led by the CEO Office / Governance and Performance function, ensuring they reflect Muslim Aid's impact, values, and strategic direction in an engaging, accessible format.
- Manage organisational reputation proactively, monitoring the external media, political, and digital environment, anticipating opportunities and reputational risks, and maintaining crisis communications protocols.
- Maintain Muslim Aid's external positioning so that it remains consistent, credible, and values-aligned across all channels, balancing the income generation priorities of Growth with the broader organisational mission and Islamic principles.
- Ensure marketing and communications outputs follow agreed approvals, safeguarding, brand, data protection, procurement, legal, risk, and governance processes.
- Ensure records, assets, media contacts, and consent records are maintained and stored in line with organisational document management and IT policies.

6. Internal Communications Support

Deliverables

- Act as the Growth Department's point of contact for internal communications, ensuring the wider organisation has visibility of Growth's marketing, communications, and PR activity, campaign moments, and priorities.
- Support the CEO, Executive Office, and Leadership Team with internal communications moments where Growth content, messaging, or campaign timing is relevant — including all-staff updates, strategic launches, and campaign-related change communications — noting that ownership of organisation-wide internal communications sits with the Executive Office and CEO.
- Contribute Growth-related messaging and content to internal communications channels and resources maintained by the Executive Office.

7. Cross-Department Collaboration & Advocacy Support

Deliverables

- Collaborate with the Advocacy team to ensure joint campaign planning, shared messaging frameworks, and a coherent external voice across fundraising and advocacy activities.
- Co-own a quarterly Communications and Advocacy planning process with Impact, ensuring programme evidence, advocacy priorities, and fundraising narratives are mutually reinforcing.
- Support and coordinate with Impact colleagues, country offices, and partners to improve content quality, programme storytelling, and shared learning.
- Act as the primary communications partner for the Head of Growth, Head of Impact, and CEO, providing strategic communications counsel, stakeholder messaging support, and narrative development.

- Collaborate with Impact and Operations to ensure organisational communications, including the Annual Report, partner communications, and statutory reporting, reflect the full breadth and credibility of Muslim Aid's work.

8. Team Leadership & Management

Deliverables

- Build a high-performing, values-led marketing, communications, and PR function within Growth, fostering a culture of creativity, accountability, continuous improvement, and alignment with Islamic values.
- Provide effective line management to the Product & Campaigns Manager and Communications & PR Officer, setting annual objectives aligned to the Growth Strategy, holding regular one-to-ones, and completing mid-year and end-of-year performance reviews.
- Manage the Communications and PR budget effectively, ensuring optimal resource deployment aligned to Growth Department income and cost-efficiency targets.

KEY PERFORMANCE INDICATORS (KPIs)

Specific targets to be reviewed and agreed with the Head of Growth. All KPIs are reviewed monthly or quarterly as indicated. PR and crisis communications KPIs to be finalised with input from the Communications colleague(s) best placed to advise, ahead of role sign-off.

Area	KPI	Target / Frequency
MarComs	Total MarComs activity vs. integrated campaign plan	Monthly; 100% plan delivery
Delivery Integration	Product & Campaigns Manager and Communications & PR Officer outputs delivered against one integrated Marketing, Campaigns & Communications plan	Quarterly; 100% plan alignment
Income	Off-peak income supported by MarComs campaigns vs. total income	Quarterly; target 45% of total income by Year 3
Engagement	Email click-through rate on tailored donor campaigns	Monthly; target 2.5% CTR
Engagement	Digital engagement growth across all channels (likes, shares, clicks, video views)	Monthly; target 15% increase within 12 months
Digital	Website conversion rate	Quarterly; target 2% by end 2026
Storytelling	Storytelling assets produced per product cycle (videos, case studies, photo essays)	Per product launch; target 10 or more assets
Donors	Donor confidence score via annual supporter survey	Annual; target 70% or above
Donors	Donor impact report open rate	Annual; target 30% or above
Donors	Donor retention rate (MarComs contribution)	Quarterly; target 50% retention rate
Donors	Supporter satisfaction score via annual survey	Annual; target 70% or above
Brand	Brand compliance across all Growth and wider organisational outputs	Quarterly audit; target 100% compliant
PR	Positive proactive media coverage secured	Quarterly; baseline to be set in Year 1
PR	Crisis communications first response time	Per incident; target to be confirmed
People	Annual performance review completed for direct reports	Annual; 100% completion by agreed deadline

PERSON SPECIFICATION

Criteria	E / D	Assessment
QUALIFICATIONS		
Bachelor's degree in Marketing, Communications, Journalism, Public Relations, or a related field, or equivalent professional experience.	Essential	Application
Master's degree or professional qualification in Marketing Communications, Digital Marketing, or PR (e.g. CIM, CIPR, IDM).	Desirable	Application
EXPERIENCE & KNOWLEDGE		
Experience in a senior Marketing Communications, Fundraising Communications, Brand Marketing, or PR role, ideally within a charity, INGO, or mission-driven organisation.	Essential	Application & Interview
Proven track record of developing and delivering integrated MarComs strategies that have driven measurable income, supporter engagement, or audience growth outcomes.	Essential	Application & Interview
Demonstrated experience in brand management and corporate external communications at an organisational level.	Essential	Application & Interview
Strong background in media relations and PR, with a proven ability to secure positive media coverage and manage reputational risk.	Essential	Application & Interview
Experience leading donor or supporter communications including impact storytelling, email marketing, direct mail, and fundraising campaign content.	Essential	Application & Interview
Experience overseeing digital communications including website, email automation, social media strategy, video production and digital analytics.	Essential	Application & Interview
Experience managing and developing a team, including line management of staff.	Essential	Application & Interview
Experience of crisis communications planning, management, and response.	Essential	Application & Interview
Experience working in a Muslim NGO, faith-based, or culturally diverse organisation.	Desirable	Application & Interview
Knowledge of UK Muslim fundraising seasons (Ramadan, Qurbani, Zakat, Rabi al-Awwal) and their communications significance.	Desirable	Application & Interview
Familiarity with CRM and marketing automation tools (e.g. Salesforce, HubSpot, Dotdigital, Engaging Networks) and digital analytics platforms.	Desirable	Application & Interview
Understanding of Fundraising Regulator standards, GDPR, and charity sector communications ethics.	Essential	Application & Interview
SKILLS & ABILITIES		
Exceptional written and verbal communication skills, with the ability to craft compelling, audience-segmented narratives across all channels and formats.	Essential	Application & Interview

Strong strategic thinking: ability to translate organisational and Growth Department priorities into actionable plans with measurable outcomes.	Essential	Application & Interview
Ability to lead, influence, and collaborate effectively across departments at all levels of the organisation, including with the CEO and Board.	Essential	Application & Interview
Proficiency in digital tools including content management systems, email platforms, social media management tools, and digital analytics (e.g. Google Analytics, Meta Business Suite).	Essential	Application & Interview
Data literacy: ability to interpret analytics and supporter insight to drive MarComs decisions and demonstrate ROI to senior stakeholders.	Essential	Application & Interview
Creative thinker and innovative storyteller with a genuine passion for cause-driven communications.	Essential	Application & Interview
Strong project and budget management skills; ability to manage multiple priorities, deadlines, and supplier relationships simultaneously.	Essential	Application & Interview
Cultural competency: sensitive and respectful communicator with Muslim communities and diverse stakeholder groups.	Essential	Application & Interview
Ability to work under pressure and respond rapidly to fast-moving campaign cycles, media enquiries, and humanitarian events.	Essential	Application & Interview

COMMITMENTS & VALUES

Deep commitment to Muslim Aid's mission, vision, and Islamic values.	Essential	Interview
Understanding of Islamic principles of charitable giving (Zakat, Sadaqah, Waqf, Amanah) and their significance for donor communications and MarComs strategy.	Essential	Interview
Commitment to ethical communications, fundraising transparency, and accountability.	Essential	Interview
Commitment to equality of opportunity and diversity.	Essential	Interview
Commitment to Muslim Aid's Global Safeguarding Policy.	Essential	Interview
Commitment to continuous professional development.	Essential	Interview

CORE COMPETENCIES

Competency	Definition
MarComs Leadership	Leads a modern, audience-led Marketing and Communications function that directly drives income growth, supporter acquisition, and donor retention.
Cross-Functional Leadership	Provides unified leadership across the communications/PR function and the Product & Campaigns Manager's delivery function, ensuring campaigns, products, content, and communications operate as one integrated growth marketing engine.
Strategic Influence	Translates the Growth Strategy into compelling communications plans; acts as a trusted communications partner to senior leadership.

Creative Excellence	Drives high standards of content, brand, and storytelling output that inspire action from Muslim Aid's core audiences.
Results & Growth Focus	Sets ambitious MarComs targets, tracks performance against Growth KPIs, and continuously optimises for maximum income and engagement impact.
Team Development	Invests in the Product & Campaigns Manager, the Communications & PR Officer, and the wider team; builds a culture of learning, creativity, and high performance.
Collaboration	Works effectively across Growth, Impact, and the wider organisation to build a coherent, credible, and income-generating organisational voice.
Digital Innovation	Champions data-driven, digitally-enabled communications, staying ahead of sector trends and leveraging AI and automation to improve efficiency and reach.
Islamic Values in Practice	Embodies and communicates Muslim Aid's Islamic ethos authentically; understands and applies principles of Zakat, Sadaqah, and Amanah in all communications and donor engagement.

Muslim Aid is committed to the safeguarding and protection of children and vulnerable adults. All posts are subject to the relevant level of background check. Muslim Aid is an equal opportunities employer.