

Job Description

Ummah Welfare Trust | +44 (0)1204 661 030



Reg. Charity No. 1000851

ROLE	National PR Manager x 1
STATUS	Full-time (based at the Bolton head office)
HOURS	40 hours/week
RESPONSIBLE TO	Chief Operating Officer
SALARY	From £33,000 - £40,000 per annum DOE

THE ORGANISATION

Established in 2001, Ummah Welfare Trust is a UK-based international relief and development charity. Inspired by the Islamic teachings of empathy, generosity and selflessness, the trust aims to alleviate poverty and suffering across the world, and also ensuring that the rights of those who are neglected and oppressed are fulfilled by providing sustainable development solutions relating to shelter, education, health, and spiritual wellbeing.

Knowing that we are all ultimately accountable to the Almighty, the charity strives to maintain transparency and accountability, and as such the charity also has a full and transparent audit trail from the donor to the beneficiary.

To find out more about the organisation please visit our website on: <https://uwt.org/>

THE ROLE

UWT requires a National PR Manager to coordinate UWT's PR & Fundraising strategy and delivery.

The post holder will facilitate the PR & Fundraising Team and Media team with creativity, imagination, excellent planning, organisation and management to maximise awareness of the organisation's campaigns, and also drive new initiatives to ensure the long-term sustainability of charitable donations.

OVERALL RESPONSIBILITIES

- Coordinate and implement the PR and fundraising strategy for UWT in line with the:
 - emerging spiritual and humanitarian demands of the Ummah;
 - the changing socio-economic, demographic, geographical, donating patterns and volunteering trends within our donor and volunteer communities; and
 - the organisation's values and changing needs
- Facilitate the National PR & Fundraising and Media teams to raise awareness of the charity's campaigns, programmes and activities, and generate funds for the poor and needy; and
- Develop and manage key stakeholder relationships

PR

- Work with the PR & Fundraising and Media teams to devise a communication and engagement plan as part of the PR & Fundraising strategy;
- Support the PR & Fundraising team and media team to create a schedule of UWT community events, activities, promotional material distribution, and media campaigns to raise awareness of UWT, it's programmes, campaigns and activities;
- Assist the Regional PR & fundraising managers to develop and manage relationships with national and local Masajid, Muslim community organisations, businesses and key individuals; and

- Work with the Regional PR & fundraising managers and Media manager to oversee the quality and quantity of project donation feedback material for project sponsors and donors.

Fundraising

- Work with the PR & Fundraising and Media teams to devise a fundraising plan as part of the PR & Fundraising strategy;
- Help the Regional PR & fundraising managers to maintain and build on existing relationships with regular funders and donors;
- Coordinate the generation and diversification of funding streams including major donors, legacies, regular giving and social media campaigns;
- Facilitate the Regional PR & fundraising managers to deliver on their assigned fundraising projects, working across regions and departments as appropriate;
- Monitor and evaluate national financial targets and expenditure for regional areas, reporting progress regularly, identifying any potential shortfalls and necessary remedial actions; and
- Work with the Regional PR & fundraising managers and teams to drive continuous improvement of UWT's existing fundraising operations, processes and systems.

Volunteering

- Work with the PR & Fundraising and Media teams to devise a volunteering plan as part of the PR & Fundraising strategy;
- Help the Regional PR & Fundraising teams to retain and expand on our current volunteer groups and communities;
- Understand and address the issues affecting our current volunteers across the country;
- Research the demands from the potential new generation of volunteers to understand the obstacles and opportunities to volunteering with UWT; and
- To oversee the development and motivation of a pool of volunteers that work within UWT values to proactively support the charity's awareness raising and fundraising campaigns

PERSON SPECIFICATION

CATEGORY	CRITERIA	REQUIREMENT
Qualifications	Educated to A level or equivalent qualification	Essential
	Islamic Studies graduate	Highly Desirable
Experience	Considerable experience of coordinating remote teams	Essential
	Experience of managing a fundraising team and volunteers	Essential
	Experience of working in a charitable fundraising environment	Essential
	Experience of developing strategic plans, and of using strategic plans to set business and operational objectives	Desirable
	Experience of business development and management	Desirable
Skills / Abilities	Ability to develop strong working relationships internally and with people from other organisations	Essential
	Ability to motivate and enthuse staff, volunteers and external supporters	Essential
	Accomplished at preparing clear written and verbal reports and of giving presentations	Essential
	Skilled in handling a busy workload, meeting deadlines and managing conflicting priorities	Essential
	Flexible and adaptable approach to work demands across the whole organisation	Essential
	Competent user of Microsoft Office applications (Word, Excel, Access)	Essential
Knowledge and understanding	Understand the diversity, issues and social and cultural nuances within local Muslim communities and how this impacts community engagement, volunteering, fundraising and the organisation	Essential
	Broad understanding of fundraising techniques and the specific value, role and techniques utilised within community fundraising activity	Essential
	Demonstrable knowledge and experience of the humanitarian and non-profit policy sector	Desirable
Other	Personal conduct and delivery of work should comply with the values and culture of Ummah Welfare Trust	Essential
	Flexibility in work hours and at times, location of work, in order to accommodate priorities, events, functions and work activity. The role may involve travel throughout the UK	Essential
	Hold a valid UK driving license and have full access to your own car.	Essential

This post is subject to a Disclosure and Barring Service (DBS) check.

The closing date for applications is **1st April 2024**, although the position may close sooner if the right candidate is found.

To apply for this role, please email your CV and Covering Letter to vacancies@uwt.org

Please ensure that you **address how you satisfy each of the criteria in the person specification in your covering letter**. Applications without a cover letter will not be considered.

For more information or discussion about the role please contact: 01204 661049