

# Job Description

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



Reg. Charity No. 1000851

<b>ROLE</b>	<b>National Fundraising and Community Engagement Manager</b>
<b>STATUS</b>	<b>Full-time</b>
<b>HOURS</b>	<b>40 hours/week</b>
<b>RESPONSIBLE TO</b>	<b>Chief Operating Officer</b>
<b>SALARY</b>	<b>From £35,000 - £40,000 (dependent upon experience)</b>

## 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 is recruiting a National Fundraising and Community Engagement Manager to coordinate its Fundraising and Community Engagement strategy and delivery.

Based primarily at the head office, the post holder will facilitate the Fundraising and Media teams 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

- Develop, coordinate and implement the charity's fundraising strategy in line with the following factors:
  - 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
- Manage day to day activities of Fundraising and Media teams for an effective and efficient delivery of the charity's campaigns, programmes and activities, and generate funds for the poor and needy; and
- Ensure the key stakeholder relationships are developed and managed effectively to maximise donations
- Support the COO to strategise and lead on related organisational development activities and projects, for the whole charity.
- Manage the relevant budgets.
- Ensuring the charity is complying with the relevant standards of the Fundraising Regulator's guidance.

## STRATEGY

- Lead the development, implementation and monitoring of the fundraising strategy and work plans, and systems to achieve income targets
- Contribute to developing a short/long term strategy for the department in line with UWT's strategy, policies and procedures.
- Work with different departments of UWT and partners to ensure the alignment of UWT's fundraising

strategy and funds development strategy.

- Maintain a market focus to ensure a good understanding of trends and forces to inform future fundraising strategies.

## **FUNDRAISING**

- Work with the Fundraising and Media teams to devise and implement a communication and engagement plan as part of the Fundraising and community engagement strategy;
- Support the Fundraising teams 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;
- Support the Regional fundraising managers to develop and manage relationships with national and local Masajid, community organisations, businesses and key individuals;
- Facilitate in conjunction with the Regional Fundraising Managers and Media Manager to oversee the quality and quantity of feedback material for project sponsors and donors.
- Ensure that the Regional Fundraising managers 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;
- Ensure that the Regional Fundraising managers deliver their assigned fundraising projects by 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 Fundraising managers and teams to drive continuous improvement of UWT's existing fundraising operations, processes and systems.
- Work with the Media team to develop and maintain website content.
- Implement a social media strategy that is integrated with wider team projects and ensure consistent messaging is shared across all platforms.

## **BUDGET RESPONSIBILITIES**

- Prepare fundraising department budget, ensuring strategical use of funds to generate more income.
- Assist the COO with the development of annual budgets for the department in consultation with other budget holders.
- Review budgets periodically to ensure the most efficient use of funds.

## **VOLUNTEERING**

- Work with the Fundraising and Media teams to devise a volunteering plan as part of the Fundraising and Community Engagement Strategy;
- Support the Regional Fundraising teams to retain and expand on our current volunteer groups and communities;
- Effectively 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
- Ensure the development and motivation opportunities are available to volunteers that proactively support the charity's fundraising and related campaigns.

# PERSON SPECIFICATION

CATEGORY	CRITERIA	REQUIREMENT
<b>Qualifications</b>	Educated to minimum A level or equivalent qualification	Essential
	Islamic Studies graduate	Desirable
<b>Experience</b>	Experience of managing a fundraising team and volunteers	Essential
	Experience of working in a charitable fundraising environment	Essential
	Experience of travelling to affected areas and capturing the situations	Essential
	Experience of business development and management	Desirable
	Considerable experience of coordinating remote teams	Desirable
	Experience in developing team strategies and plans	Essential
	People management experience	Essential
	Experience in managing budgets	Essential
<b>Skills / Abilities</b>	Strong leadership and team management skills	Essential
	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 public speaking	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
<b>Knowledge and understanding</b>	Demonstrable knowledge and experience of the humanitarian and non-profit sector policy	Essential
	Broad understanding of fundraising techniques and the specific value, role and techniques utilised within community fundraising activity	Essential
	Understand the diversity, social and cultural nuances within local Muslim communities and how this impacts community engagement, volunteering, fundraising and the organisation	Desirable
<b>Other</b>	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 and abroad	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 **01<sup>st</sup> May 2025**, 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@uwf.org](mailto:vacancies@uwf.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