

# Job Description

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



Reg. Charity No. 1000851

<b>ROLE</b>	<b>Public Relations Representative (West Midlands)</b>
<b>STATUS</b>	<b>Full time</b> (based in Birmingham Office)
<b>HOURS</b>	<b>40 hours per week</b>
<b>RESPONSIBLE TO</b>	<b>Regional PR Manager</b>
<b>SALARY</b>	<b>£25,000 - £30,000 per annum (Pro rata)</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

Ummah Welfare Trust requires an enthusiastic, hardworking and reliable PR Rep for Birmingham & the surrounding area that is fully supportive of the charity's aims.

The successful candidate will support the Birmingham & West Midlands team to raise awareness about UWT, it's campaigns and events within the local community by developing and maintaining good relations with local masaaqid, makaatib, community organisations, businesses, donors and the general community. They will also help to fundraise for increase income/donations for the trust.

## MAIN DUTIES

- To develop and maintain relationships with Muslim community institutions, organisations and community groups (including masjids);
- To organise and participate in masjids collections for Ramadan and throughout the year;
- To distribute appeal leaflets and display posters at masjids, community venues, businesses and events;
- To initiate and plan PR and fundraising events with the support of the regional fundraising team;
- To set up and supervise UWT stalls at events and exhibitions;
- To assist the PR team in fundraising administrative duties;
- To recruit, develop and support local volunteers;
- To work closely with and help coordinate the fundraising team and volunteers during fundraising events or programmes;
- To represent the charity at relevant events, presentations and meetings including public speaking;
- To maintain a close working relationship with the Regional PR Manager, providing regular updates and feedback within the time and format requested (i.e. verbal, written etc.); and
- To carry out any other duties as required that are proportionate to the role and nature of work.

## PERSON SPECIFICATION

<i>CATEGORY</i>	<i>CRITERIA</i>	<i>REQUIREMENT</i>
<b>Qualifications</b>	Educated to A' Level or NVQ Level 3 standard or equivalent	Desirable
	Classically trained in Islamic Studies or demonstrable equivalent	Desirable
<b>Experience</b>	Work at pace, under time pressures particularly during busy periods such as Ramadhan and Eid Al Adha	Essential
	Experience of public speaking	Essential
<b>Skills /Abilities</b>	Able to work well in a team at pace whilst maintaining attention to detail.	Essential
	Excellent time management and communication skills	Essential
	Ability to plan and organise their own work and that of others	Essential
	Ability to lead and motivate team of volunteers	Essential
<b>Knowledge and understanding</b>	Knowledge of Urdu, Bangla and/or Arabic.	Desirable
<b>Other</b>	Personal conduct and delivery of work should comply with the values and culture of Ummah Welfare Trust	Essential
	The ability to occasionally adapt working hours to meet the requirements of the organisation.	Essential
	Hold a valid UK driving license and have full access to your own car.	Essential
	Residing in Birmingham or the nearby areas	Desirable

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

The **closing date for applications is 15<sup>th</sup> July 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@uwt.org](mailto:vacancies@uwt.org)

Please ensure that you **address how you satisfy each of the criteria in the person specification in your covering letter.**

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