

# MUSLIM AID | JOB DESCRIPTION

<b>Job Title:</b>	<b>Community Fundraising &amp; Volunteers Manager</b>
<b>Department:</b>	Growth
<b>Location:</b>	London (with national travel and occasional international travel)
<b>Reports to:</b>	Head of Growth
<b>Line Management:</b>	Community Fundraising Volunteer Coordinator Community Fundraising Volunteer Officer
<b>Contract Type:</b>	One-Year Fixed-Term Contract
<b>Grade:</b>	4
<b>Safeguarding:</b>	<p>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.</p> <p>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.</p> <p>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.</p>

## JOB PURPOSE

The Community Fundraising & Volunteers Manager is responsible for managing and delivering an ambitious, values-led community fundraising programme that meets Muslim Aid's income targets while deepening community engagement and volunteer impact. Working within Muslim Aid's Growth Department and reporting to the Head of Growth, the post-holder will lead a dedicated team, oversee all community fundraising campaigns (including Ramadan, Qurbani and Emergency appeals), and manage a national volunteer network. The role ensures all activity is compliant with regulatory, ethical and Islamic values-based standards and that Muslim Aid's community fundraising is delivered in line with the MAUK Growth Strategy 2026–2030.

## KEY RESULT AREAS & ACCOUNTABILITIES

### 1. Fundraising Planning & Income Delivery

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| <b>Deliverables</b> | <ul style="list-style-type: none"><li>• Lead on mid-year and end-of-year income reviews, presenting findings and recovery plans to the Head of Growth.</li><li>• Maintain a pipeline of new community fundraising activities and products (e.g. regular giving, community challenges, legacy and corporate-community partnerships) to grow income diversification.</li><li>• Track donor acquisition, retention and lifetime value metrics using data to continuously improve community supporter journeys.</li></ul> |
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### 2. Leadership & People Management

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| <b>Deliverables</b> | <ul style="list-style-type: none"><li>• Produce and present a monthly team performance update to the Head of Growth covering income, volunteer numbers, campaign ROI and people management.</li><li>• Implement clear performance management pathways (support plan → improvement plan → escalation) to ensure accountability at all team levels.</li><li>• Facilitate at least one team learning session per quarter, drawing on campaign evaluations and sector developments in support of team development.</li></ul> |
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- Complete a structured annual development review for each direct report, identifying training needs and succession opportunities.
- Oversee the induction of all new team members to ensure they have a comprehensive understanding of their role and the organisation.

### 3. Monitoring, Evaluation & Accountability

#### Deliverables

- Maintain a live Fundraising Risk Register that documents impact on acquisition and service delivery. Review quarterly and escalate any high-rated risks within 48 hours.
- Produce an Annual Community Fundraising Impact Report for the Leadership Team detailing income, volunteer reach, campaign outcomes and lessons learned.
- Implement a Post-Campaign Review (PCR) process: all campaigns with a budget above £5,000 must have a completed PCR within 30 days of closing.
- Track and report Volunteer Satisfaction scores (minimum annual survey); maintain or improve score year-on-year.
- Conduct quarterly fundraising compliance audits against Fundraising Regulator standards; report results to the Head of Growth.

### 4. Fundraising Activities & Events

#### Deliverables

- Develop and maintain an Annual Events Calendar shared across relevant departments at least 2 months in advance.
- Establish and manage a vetted Supplier & Venue Framework to ensure value for money, ethical standards and due diligence compliance.
- Explore and pilot at least two new community income-generating event formats per year (e.g. community iftars, national challenges, youth fundraising competitions, diaspora fundraising dinners, etc).

### 5. Volunteer Management

#### Deliverables

- Set and track an annual volunteer growth target agreed with the Head of Growth reporting progress on a monthly basis.
- Develop a tiered Volunteer Pathway (Supporter → Active Volunteer → Ambassador → Fundraising Champion) with clear progression milestones.
- Introduce an onboarding programme for all new volunteers covering Muslim Aid's values, safeguarding, data protection and fundraising compliance.
- Establish and oversee a Volunteer Advisory Group (min. 4 meetings/year) to gather feedback and co-design future volunteer programmes.
- Produce a bi-annual Volunteer Impact Report shared internally and on Muslim Aid's external channels.
- Review volunteer supervisors safeguarding awareness level to ensure individuals are suitably trained to oversee volunteers.

### 6. Digital Fundraising

#### Deliverables

- Utilise online fundraising platforms (e.g. JustGiving, LaunchGood, peer-to-peer fundraising pages) to maximise income from community fundraising campaigns.
- Work collaboratively with the Communications team to ensure community fundraising campaign content is on-brand and reaches the intended audience.
- Manage community fundraising records, track donor engagement and improve supporter stewardship through use of the CRM and supporter database data.
- Monitor and report monthly on community fundraising-specific digital metrics (e.g. online donation conversion from community campaigns, peer-to-peer income) as part of the overall ROI tracker.
- Tailor and implement community and faith sector digital fundraising innovations as part of the department's income generation approach.

### 7. Community Partnerships & Stakeholder Engagement

#### Deliverables

- Develop and maintain strategic relationships with mosques, Islamic schools, Muslim Student Associations and faith-based networks across the UK to increase our presence.
- Cultivate relationships with community leaders, imams and influential volunteers to act as Muslim Aid ambassadors and fundraising champions.

- Explore and develop community-level corporate and business partnerships that complement Muslim Aid's fundraising objectives and values.
- Represent Muslim Aid at sector events, roundtables and networking forums relevant to community fundraising and volunteering.
- Maintain a Stakeholder Engagement Log; review partner relationships quarterly to ensure mutually beneficial outcomes.

## 8. Compliance, Safeguarding & Governance

### Deliverables

- Document all volunteer safeguarding issues and concerns before escalating to the Safeguarding Department in line with our Safeguarding Policy requirements.
- Review fundraising materials for ethical compliance and alignment with Muslim Aid's values and Fundraising Regulator's vulnerable donor guidelines before publication/use.
- Maintain a Compliance Actions Log; review monthly with the Head of Growth.

## KEY PERFORMANCE INDICATORS (KPIs)

Specific income targets to be reviewed and agreed with the Head of Growth. All KPIs are reviewed monthly/quarterly as indicated.

Area	KPI	Target / Frequency
Income	Total community fundraising income vs annual target	Monthly; year-on-year growth
Income	Community fundraising online income (peer-to-peer, campaign pages)	Quarterly; target to grow annually
Income	ROI per campaign (income vs direct cost)	Per campaign; monthly ROI tracker
Volunteers	Number of active volunteers recruited and retained	Monthly; annual target agreed with Head of Growth
Volunteers	Volunteer retention rate year-on-year	Annual survey; target ≥ 70%
Campaigns	% of campaigns with completed Post-Campaign Review within 30 days	Monthly; target 100%
Compliance	Quarterly fundraising compliance audit completed and reported	Quarterly; no outstanding high-risk actions
Stakeholders	New mosque / community / partnership relationships established	Quarterly; target set in annual work plan
People	Staff completion of annual PACE appraisal & SMART objectives	Annual; 100% completion by agreed deadline

## PERSON SPECIFICATION

Criteria	E / D	Assessment
<b>QUALIFICATIONS</b>		
Educated to degree standard or equivalent	Desirable	Application
Relevant professional qualification (e.g. IoF Certificate in Fundraising)	Desirable	Application
<b>EXPERIENCE &amp; KNOWLEDGE</b>		
Experience developing and delivering annual fundraising work plans, securing income across multiple community fundraising streams	Essential	Application & Interview

Demonstrable track record of meeting or exceeding income targets	Essential	Application & Interview
Experience in devising and engaging new funding models and activities	Desirable	Application & Interview
Direct accountability for financial and other targets	Essential	Application & Interview
Experience sourcing and capacity-building volunteers	Essential	Application & Interview
Experience managing and developing others	Essential	Application & Interview
Experience running major faith/community campaigns (e.g. Ramadan, Qurbani, Emergency)	Essential	Application & Interview
Knowledge of BME and faith-based communities	Essential	Application
Knowledge of digital fundraising tools and online giving platforms as they apply to community fundraising	Essential	Interview
Understanding of GDPR, Fundraising Regulator standards and safeguarding requirements	Essential	Application
Knowledge of varied funding sources and structures	Desirable	Application
Knowledge and experience of CRM / supporter database systems	Desirable	Application
Awareness of current issues impacting relevant fundraising markets	Desirable	Application
<b>SKILLS &amp; ABILITIES</b>		
Strong organisational and planning skills	Essential	Interview
Ability to inspire people and build long-term relationships with internal and external stakeholders	Essential	Interview
Excellent written and verbal communication skills	Essential	Application & Interview
Strong financial management, budget planning and analytical skills	Essential	Interview
Ability to write compelling proposals, evaluation reports and management reports	Essential	Application & Interview
Ability to carry out projects from conception to completion within budget	Essential	Application & Interview
Ability to work under pressure and on own initiative	Essential	Interview
Ability to present confidently to senior leadership, large audiences and media	Essential	Exercise
Ability to use data and insight to make evidence-based decisions	Essential	Interview
Good negotiation, analytical and problem-solving skills	Essential	Interview
Willingness to travel nationally and work evenings / weekends as required	Essential	Interview
<b>COMMITMENTS &amp; VALUES</b>		
Commitment to Muslim Aid's mission, vision and values	Essential	Interview
Commitment to Muslim Aid's ethos and Islamic principles of giving (Zakat, Sadaqah, Waqf, Amanah)	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
<b>Team Working</b>	Co-operates with and respects colleagues; goes above and beyond individual efforts to support team outcomes.
<b>Communication</b>	Listens actively, expresses ideas clearly and communicates information effectively in written and verbal forms.
<b>Performance Management</b>	Delivers organisational objectives through effective setting of SMART personal and team goals; holds self and others accountable.
<b>Results Focused</b>	Gets the job done efficiently through effective time, task and financial management; monitors and adjusts to achieve targets.
<b>Leadership</b>	Inspires, supports and develops others to achieve outstanding performance; models Muslim Aid's values in all interactions.
<b>Innovation &amp; Improvement</b>	Constantly seeks to improve how work is done through analysis, creativity, problem-solving and proactive change initiatives.
<b>Stakeholder Influence</b>	Builds and sustains trusted relationships with mosques, community networks and volunteers; translates relationships into sustainable fundraising income.
<b>Data &amp; Insight</b>	Uses data, analysis and evidence to drive decision-making and improve fundraising effectiveness; comfortable presenting insights to senior leadership.
<b>Islamic Values in Practice</b>	Embodies and communicates Muslim Aid's Islamic ethos authentically; understands and applies principles of Zakat, Sadaqah and Amanah in community fundraising.

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.