

<b>Job Title:</b>	Head of Communications
<b>Department:</b>	Strategy and Communication
<b>Location:</b>	London
<b>Reports to:</b>	Director of Strategy and Communication
<b>Line Management responsibility:</b>	Communication & PR Manager, Communication Officer, Advocacy and Public Affairs officer
<b>Budgetary Responsibility:</b>	TBC
<b>Child Safeguarding level:</b>	<p>We are committed to the safeguarding and protection of children and vulnerable people in our work. We will do everything possible to ensure that only those who are suitable to work with children and vulnerable people are recruited to work for us.</p> <p>Therefore, this post is subject to a range of vetting checks including a criminal records disclosure, DBS, or in the event that the employee is not a UK resident, a check to its equivalent in the current residing country will be required.</p>

**Job Purpose:**

The Head of Communications is responsible for shaping and delivering the organisation's communication strategy to establish Muslim Aid as a leading faith-based voice and thought leader in international development, humanitarian programming and positive systemic change. This role involves managing all aspects of internal and external communications, including media relations, digital content, and brand management. The Head of Communications will work closely with the Director of Strategy, and Communications to ensure that communication efforts are aligned with the organisation's strategic goals and effectively engage stakeholders.

**Key Accountabilities:**

**Internal and External Communication:**

1. Develop and implement a comprehensive global communication strategy that enhances the organisation's public image, engages key stakeholders, and supports the achievement of strategic goals. Ensure that the strategy is flexible and adaptable to changing circumstances.
2. Lead the development and monitoring of annual communication plans that outline key initiatives, campaigns, and activities. Ensure that these plans are aligned with the organisation's strategic priorities, reflect cross-departmental needs and include clear objectives, timelines, and performance metrics.
3. Work closely with other departments, including Income Generation and International Programmes, to ensure that Muslim Aid is effectively platformed, and that communication efforts are integrated and support broader organisational goals.
4. Lead the organisation's digital communication efforts, coordinating with the Income Generation and Marketing team on social media, email marketing, and website output. Ensuring the use of data and analytics to optimise our communication and engagement approaches.

5. Oversee the development of a content (collection/generation, storage, dissemination) plan that supports the organisation's communication and income generation goals. Ensure that content is relevant, engaging, and tailored to different audiences, including donors, partners, and the general public.
6. Provide editorial oversight for all content produced by the communications team, digital or otherwise: including social media posts, website content, newsletters, press releases, and other written materials. Ensure that all content adheres to the organisation's messaging guidelines and brand standards.
7. Develop and implement an internal communication and campaigns plan that keeps staff informed, engaged, and aligned with the organisation's strategic priorities and departmental goals. Ensure that internal communication is clear, consistent, and supports a positive organisational culture.
8. Develop and maintain a strong and structured internal communication mechanism supported by policies and procedures which provide clear guidance and direction facilitating effective communication workflows and ensuring clarity and accountability across the organisation.
9. Build the Muslim Aid global communication team and network with strategic vision and required skills to upgrade quality of work and enhance efficiency. Ensure inter-organisational support and capacity development of staff and partners on communications, nationally and internationally.

#### **Brand Management and Public Relations:**

10. Act as the overall guardian of the Muslim Aid brand and put in place processes and support to ensure it is represented at its best in all external communications.
11. Ensure that the organisation's brand reflects and aligns with organisational identity and is consistently applied across all communication channels. Lead efforts to refresh and strengthen the brand as needed to reflect the organisation's evolving direction.
12. Develop and execute public relations campaigns that raise awareness of the organisation's work, build its reputation, and attract new supporters. Leverage events, partnerships, and other opportunities to enhance the organisation's public profile.
13. Drive innovative approaches to raise awareness and engagement with the organisation's Brand and mission

#### **Media Relations:**

14. Steer strategic engagement with the media to ensure accurate reporting on Muslim Aid's activities, priorities, principles, and approach, as well as to platform Muslim Aid's strategic direction and goals, and advance the organisation's thought leadership.
15. Develop and execute a media relations plan that builds the organisation's profile and enhances its reputation. Cultivate relationships with key journalists, editors, and media outlets to secure positive coverage of the organisation's work.
16. Ensure the development and implementation of crisis communication plans. Lead the organisation's response in crises, ensuring that communication is timely, transparent, and aligned with the organisation's values.

#### **Advocacy and Public Affairs:**

17. Develop and execute a global advocacy and public affairs plan that builds the organisation's profile, platforms the voices of the communities we serve, highlights programme concerns as needed and pushes forward the change we wish to see on a systemic level.
18. Identify opportunities in coordination with other departments and senior leadership team for international thought leadership pieces to showcase Muslim Aid's work and insights from the ground in order to advocate to systemic change.
19. Cultivate relationships with key stakeholders within the public affairs circle including parliamentary, UN and other, to create partnerships for positive change in line with the organisation's strategic goals.
20. Create policy and research partnerships in support of our advocacy work: ensuring a strong evidentiary base to our approaches and building momentum for our change agenda.

**Team Leadership and Development:**

21. Nurture a culture that emphasises excellence, continuous improvement, and upholds values of diversity, equity, and inclusion across Muslim Aid.
22. Offer mentorship and professional development opportunities for direct reports and their teams, ensuring a high level of expertise and motivation within the operations function.
23. Establish clear team priorities and individual objectives aligned with Muslim Aid's strategic plan.
24. Regularly manage staff performance against set objectives, conduct one-on-one meetings with direct reports, and provide continuous feedback and support throughout the year as part of the appraisal process.
25. Drive change management initiatives, guiding Muslim Aid through transitions while ensuring staff are supported and engaged.
26. Cultivate a collaborative working environment that encourages innovation, good practices, and knowledge sharing.

**Financial Planning and Resource Management:**

27. Manage the department's budget, including planning, resource allocation, and financial forecasting, to ensure optimal use of funds and alignment with organisational financial goals.

**Other Responsibilities:**

28. Ensure all records are maintained and stored appropriately in line with Muslim Aid's document management and IT policies.
29. Comply with all organisational policies, procedures, legal, and regulatory requirements.
30. Perform any other duties commensurate with the accountabilities of the post.
31. Travel as and when required on short notice.

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Person Specification		
	Essential / Desirable	Assessment Stage
<b>Qualifications:</b>		
Bachelor's degree in communications, Public Relations, Journalism, Marketing, or a related field.	Essential	Application
A master's degree or professional certifications in communications or digital marketing is a plus.	Desirable	Application
<b>Experience &amp; Knowledge:</b>		
Proven leadership experience in a communications role, preferably within an INGO or similar organisation.	Essential	Application and Interview
Proven experience in developing and executing successful communication strategies, managing media relations, and overseeing digital communications.	Essential	Application and Interview
<b>Skills &amp; Abilities:</b>		
Excellent written and verbal communication skills, with a strong ability to create compelling content for diverse audiences.	Essential	Application and Interview
Proficiency in digital communication tools, social media platforms, and content management systems.	Essential	Application and Interview
Strong leadership and team management abilities, with a track record of leading high-performing teams.	Essential	Application and Interview
Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.	Essential	Application and Interview
Creative and innovative thinker, with a passion for storytelling and engagement.	Essential	Application and Interview
Strong attention to detail and commitment to quality.	Essential	Application and Interview
Adaptable and resilient, with the ability to manage crises effectively and maintain a positive, solutions-oriented approach.	Essential	Application and Interview
<b>Commitments:</b>		
Commitment to Muslim Aid's mission, visions and values	Essential	
Commitment to Muslim Aid's ethos	Essential	
Commitment to equality of opportunity and diversity	Essential	
Commitment to Muslim Aid's Global Safeguarding Policy	Essential	

You will display the competencies below :	
Competencies	Definition
Team working	Co-operates with and respect colleagues to exceed up and beyond individual efforts.
Communication	The ability to listen, express and communicate information effectively.
Performance Management	Delivery of organisation objectives through effective setting of SMART personal goals and team goals.
Results Focused	Getting the job done in an efficient way through effective time, task and financial management.
Leadership	Inspiring, supporting and developing others to achieve outstanding levels of performance.
Innovation & Continuous Improvement	Constantly seeking to improve the way business is done through analysis, creativity, problem solving and change initiatives.

Please signify your acceptance of this job description by signing below and returning a copy to HR					
Employee Signature:		Employee Name:		Date:	
Line Manager Signature:		Line Manager Name:		Date:	