



**JOB APPLICATION PACK**

**FUNDRAISING MANAGER**

Thank you for your interest in the role of Fundraising Manager. Islam21c is on a mission to inspire confidence and create impact through **transformational digital content**.

Founded in 2006, Islam21c.com is an online platform that articulates Islam and Current Affairs narratives to Muslims in the West. As a powerful media initiative we aim to counteract Islamophobia and the negative misrepresentation of Muslims in the media and instead work to represent Muslims in a positive light, to set the agenda and push the correct narratives so that our beliefs, practices, and values are not openly ridiculed in the media.

Islam21c is fast becoming a leading online reference point dedicated to providing Islamic guidance and solutions by researching and analysing contemporary challenges faced by western Muslims living in the 21st century.

Islam21c strives to articulate orthodox Islam in a **modern context** and is dedicated to providing intellectual discourses on Religion, Politics and Society. Commonly it has been held that classical Islam is at varied odds with modernity and that this 'medieval' way of life cannot be realised in contemporary society. However, Islam21c seeks to show that Islam is a comprehensive world view incorporating a way of life, a system of belief, a 1400 year old history and an extensive and divine system of law. We envisage a classical, orthodox, and traditional Islam in contemporary Western society, with the aim to highlight, critically analyse, and systematically educate the masses by way of providing insightful commentary and exploring key themes.

We believe that Islam has a great deal to offer the West and that a clearer and more equal exchange of ideas will lead to a flourishing of the quality of life for Muslims and non-Muslims alike.

Alhamdulillah, we have come through a significant transition period and whilst we have improved in the last few years, we still need more work done and we are looking for people who are up for the challenge of working in such an exciting environment. We have a very committed and talented staff team who have been part of this journey, with the support of a number of leading Muslim scholars, Imams, thinkers, and professionals from a variety of backgrounds we thrive in a vibrant and challenging environment.

The next 12-18 months will provide further challenges ahead, as we aim to reach our vision which is to see every Muslim confident and impacting the world. We are looking for talented people who are excited by change, love working in a constantly vibrant and fast paced environment and who are committed to inspiring confidence and creating impact. If this is you, then please read on.

# Fundraising Manager

## The Role

Islam21c is looking for a proactive and motivated Fundraising manager who will be responsible for developing and executing the fundraising and donor management strategy for Islam21c for it to fulfil its strategic and charitable objectives.

We are looking for candidates that have relevant experience in a similar role with significant experience in fundraising. This position will be perfectly aligned with someone who is incredibly ambitious and wants to tell the story of how they helped Islam21c achieve its goal of £3 million budget with a sustainable financial model by 2025.

We are looking for an individual who has an ability to support, train and develop volunteers and colleagues in order to make high level organisational change, as well as having a strong understanding of the complexities of working in such a unique organisation.

The ideal candidate will be someone who understands how to empower and equip our employees to inspire confidence and create impact, as well as someone who has strong administration and planning skills and are able to manage multiple projects within the organisation.

## How to apply

Please apply through the application form on <https://www.islam21c.com/jobs/>, ensuring to attach your CV, a covering letter and two references.

Think carefully about the skills, knowledge and experience in the advert and cover this in your CV and cover letter. We want to know who you are, what you've worked on and why you think you'd be a fit for our team.

Should you wish to discuss the role prior to application please contact us at [jobs@islam21c.com](mailto:jobs@islam21c.com) to arrange a conference call.

Due to the volume of applications received, we regret that we will not be able to contact applicants unless you are short listed for an interview. Therefore, if you have not heard from us within 7 working days of the application submission, you should assume that you have not been successful on this occasion. Due to time and capacity constraints, we are unable to provide feedback on unsuccessful applications. We apologise for any inconvenience this may cause.

***Please note - We will be reviewing applications as soon as possible and on a rolling basis, therefore we may schedule interviews before the closing date.***



## Fundraising Manager | Job Description

**Job title:** Fundraising Manager

**Responsible to:** Managing Director

**Responsible for:** Fundraising Department

**Salary:** Competitive and Negotiable

**Location:** Please note - this role is currently work from home but will transition to an in-office, role based in East London.

**Hours:** 40 hours per week

**Start date:** Immediate

### KEY RESPONSIBILITIES

We are searching for an experienced Fundraising Manager with excellent leadership skills and networking abilities. The Fundraising Manager will be responsible for building good relationships with prospective donors and clients across multiple sectors, communicating with the broader public and internal teams, delegating tasks, and drawing up plans to ensure annual targets are met. You should be well organized, proactive, and have the ability to inspire those around you.

To be successful as a Fundraising Manager, you should stay informed on marketing strategies, and be comfortable doing research on different sectors. A great Fundraising Manager should have sharp public speaking skills and be able to deliver presentations to a range of audiences.

- Meet income targets by developing, implementing and managing the fundraising and donor comms strategy.
- Providing leadership, motivation, direction, support and advice to the Fundraising Team to ensure maximum return on fundraising campaigns and initiatives.
- Grow income over the next 5 years and improve the sustainability of the organisation by proactively securing funds from new income streams, such as grants, major donors, corporate funding and legacy funding.
- Oversee all fundraising activities and functions; initiating, coordinating, and implementing systems, policies, and procedures, ensuring maximum efficiency.
- Developing and presenting regular reports to the Managing Director, Leadership Team, stakeholders, donors and partners.

- Develop existing fundraising base and build on existing relationships with donors.
- Recruit, manage, and support volunteer fundraisers within the community, helping them to reach their fundraising potential and enabling them to achieve their ambitious fundraising goals.

## **FUNDRAISING**

- Identify and research potential funding opportunities from existing and new funding sources.
- Establish links with voluntary and statutory bodies to help promote the work of Islam21c and secure regular funding.
- Grow income from high value funders including corporate partners, charitable trusts and institutions whose criteria match the charity's aims and activities
- Developing long term sustainability plan and fundraising strategy for Islam21c
- Develop and implement strategy for legacy giving.

## **CAMPAIGN & EVENT MANAGEMENT**

- Plan and manage fundraising functions and events, including post-event activities and donor follow-up.
- Developing and coordinate online fundraising campaigns and events.
- Responsible for the development of all marketing collateral to promote fundraising campaigns and events (copy, design and media).
- Organise traditional activities such as sponsored challenges, mosque and community collections, seasonal and grass roots campaigns.
- Establishing links with sympathetic media outlets for fundraising and PR opportunities including ethnic TV and Radio outlets.

## **DONOR MANAGEMENT**

- Build and implement a major donor cultivation and relationship management strategy that builds relationships and engagement with major donor prospects.
- Developing and implementing effective donor management strategy with all donors
- Preparing and delivering presentations for potential donors and partners.
- Responsible for the maintenance of all donor and fund development records.
- Accountable for the implementation and management of the Donor CRM system across the fundraising department.
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## **ADMINISTRATIVE**

- Responsible for accurate capture and record of data for the Manager Director
- Ensuring budgets and reports are prepared effectively and accurately Tracking of the forecast vs achieved
- Managing operational budget

## **PERSON SPECIFICATION**

- Degree
- Good general education, typically to the Higher/A level equivalent, or equivalent qualification or work experience in a relevant area
- Proven record of accomplishment in fundraising, campaigns and event management with a minimum of 3 years' experience
- Proven record of accomplishment in team management with a minimum of 3 years' experience
- Substantial experience of planning and managing budget whilst raising an annual income of minimum £1 million
- Proven record of accomplishment of project management with a minimum of 3 years' experience
- Working within the charity sector and with Muslim communities and organisations
- Wide experience of working in a fundraising environment.
- Experience of developing and delivering fundraising strategy

## **SKILLS AND COMPETENCIES**

- High level of initiative, efficiency and self-motivation
- Excellent staff management and inter-personal skills
- Experienced project manager with a natural ability to create processes that empower agile decision-making rather than slow things down.
- A proven ability to communicate effectively to broad cross-section of stakeholders in both verbal and written form.
- Excellent organisational, and time management skills
- Political sensitivity and ability to apply good judgment in decision making

- Computer literacy including Word, Excel and PowerPoint (or equivalents)
- Ability to work independently and with minimal supervision
- Ability to plan, balance and cope with competing priorities.
- Ability to motivate and enthuse staff, colleagues, volunteers, students and external supporters
- Excellent copywriting skills and the ability to convert dense internal information into fundraising-friendly content for high value audiences.
- High standard of numeracy and budgeting skills.
- Creative, innovative and pro-active.
- Able to maintain strong working relationships with key donors.
- Strong team working orientation, with the ability and social skills to work collaboratively with staff at all levels.
- Willingness to do own administrative tasks
- Willing and able to work evenings and weekends to support fundraising events as and when required.
- Willingness and ability to travel within the UK, including at weekends, where necessary
- Strategic thinking and the ability to spot opportunities
- Confident and assertive, dynamism and the ability to motivate people
- Share a deep passion for the objectives of Islam21c
- Broad knowledge, empathy and understanding of Islamic principles

***Additional Personal Qualities we're looking for:***

- **Sincerity**, a sincere person who values what we do, believes in where we are wanting to go and upholds the pristine values of Islam.
- **Trustworthy & well organised** - you're able to apply good judgement, knowing how to budget your time, prioritise and manage multiple work streams and demonstrates attention to accuracy & detail.
- **Results-focused**, with demonstrated ability to work well under pressure and meet deadlines, to assess priorities and multi-task and work independently when necessary
- **Dedicated**. You have high levels of motivation and are happy to burn the midnight oil to make magic happen on the Internet.
- **Proactive** - You are curious, take initiative to improve processes, and take personal accountability for the work you do. You are a team player and a self-starter, able to thrive in a fast-paced, remote and results-oriented environment, independently and collaboratively as a team member.
- **Attached to high standard of quality**, balanced with the ability not to let "perfect" get in the way of "good."

- **Detail-oriented**, with a knack for noticing discrepancies.
- **Great with people** – You have a strong team ethic; you know how to build and maintain healthy relationships and are able to work collaboratively with creative teams and external agencies to successfully meet deadlines. You give constructive feedback and are open to receiving feedback.
- **Mastery.** You have a desire to become an expert at what you do.
- **Creative, innovative** and motivated to design & build things where they do not already exist. Intellectually curious and wanting to try new approaches to increase traffic.
- **Strategic thinker**, able to see the big picture while maintaining focus on daily details
- **A quick learner** - you assimilate new information, show a passion for self-development
- **Excellent stakeholder management skills.** A good influencer with an ability to build and maintain strong relationships at all levels.
- **Excellent interpersonal and communication skills** with an ability to communicate and present ideas/strategies to different audiences and a passion for finding solutions to enhance performance.

**Any other tasks that would be deemed suitable within this role as directed by line manager**

#### **Employee Benefits:**

- An opportunity to make a tangible difference in the world
- By joining us, you are becoming part of a huge Dawah project established since 2006 changing the lives of millions.
- Competitive salary to reflect your skills and experience
- Annual paid leave and Eid holidays
- The opportunity to join a fantastic team of passionate, motivated, inspiring and driven individuals who will support you at every stage of your journey
- Regular social gatherings and an intimate, collaborative environment
- Plenty of opportunity to learn and grow, with access to personal development programs and events by supporting organisations at discounted rates.
- Our office is based in East London, at a walking distance from East London Mosque
- Option of flexible working hours