

Head of PR, Fundraising & Marketing

Permanent Role

Full time: 37.5 hours a week

Reports to: General Manager (GM)

Salary range: £20k to £30k – dependent on experience

Location: Green Lane Masjid & Community Centre, Birmingham

Purpose of the role

GLMCC are looking for a PR, Fundraising and Marketing Manager to work with the GM to oversee our PR and fundraising operations. This will include traditional media, social and digital media, messaging, publications, and mass emails. The post holder will develop GLMCC's overall PR and fundraising strategy as well as the marketing campaigns, including specific campaign communications plans.

We are seeking a passionate, hardworking professional who is able to think clearly and creatively, and work to tight deadlines. The successful candidate will have experience of delivering high quality campaigns across a range of mediums. They will be flexible, diligent and calm under pressure.

Job description

Media & Press

- Develop and manage key relationships with journalists and the media
- Proactively and reactively work with journalists on placing stories / responding to media requests and identify new journalists interested in GLMCC's work
- Agree media campaigns and annual plan of work
- Plan, create and manage media opportunities and campaigns
- Produce relevant media materials including press releases and media briefings
- Select and brief GLMCC spokespeople for media interviews
- Manage external media companies employed to support GLMCC
- Oversee production of external communications for GLMCC
- Manage the annual Celebrate Eid PR and media activities

Marketing

- Responsible for creating a quarterly newsletter about GLMCC activities
- Develop and expand GLMCC's growing online and digital presence
- Oversee GLMCC's social media presence by managing the GLMCC website and social media accounts (twitter, facebook, Instagram etc) and ensuring that they have high quality, up to date and accurate content

- Produce and oversee the production of social media content and ensure a fair balance of our work is represented by working with staff and volunteers to promote and post information
- Ensure all campaigns have an online presence on our website and social media.
- Oversee schedule of mass whatsapp messages, emails, tweets and other social media messaging.
- Draft and produce GLMCC's email updates, when required

Fundraising

- To create and manage a donor database and be responsible for major donors management
- Responsible for various fundraising activities, including annual dinners, campaigns, Fundraising announcements
- To work with the teams in creating innovative fundraising videos
- To manage any related media work – including photography
- Responsible for Facebook advertising, creation of 'Just Giving' and other internet fundraising pages
- To manage the Ramadan schedule of fundraising
- To apply for governmental/council grants for activities and services

As part of a small key team, you may also be required to;

- Assist in the preparation, set up and running of GLMCC's events
- Support Ramadan and Eid activities
- Produce evaluation and other reports for external and internal audiences.
- Other tasks as agreed

Please note: All posts require flexibility, but the media post particularly requires a willingness to work flexible hours, including at relatively short-notice depending on media requirements.

Personal specification

Essential Experience:

- Working in the charity and faith sector
- Working in a professional environment for over 3 years
- Working in a medium to large sized team for several years
- Producing a range of high quality communication materials and running media campaigns and events
- Using social media effectively in a campaigning and fundraising context
- Working successfully with the media and journalists, including appearing and speaking in the media and being a spokesperson for an organisation
- Fundraising for major campaigns with tens of thousands of pounds raised
- Managing major operational events and being a speaker and fundraiser at events
- Producing press releases
- Writing and making grant applications

(You will not be considered if you do not have the experience highlighted above)

Essential: Attributes

- A clear understanding of the Islamic faith and practices
- Commitment to the aims and objectives of GLMCC
- Good organisational skills
- Excellent communication skills, both written and spoken
- Able to manage a demanding workload and work within tight deadlines
- Able to work creatively, flexibly and collaboratively within a small team
- An excellent understanding of the news agenda
- IT literate and competent in using MS Office packages (word, excel, powerpoint, outlook)

Qualifications

- Strong education - 3 A' levels and degree - or equivalent qualifications
- Some level of media training

Desirable

- Experience of working with volunteers
- Experience of working on welfare projects and creating social interest and awareness

Benefits, Salary and Package

- Salary range: £20k to £30k depending on experience and qualifications.
- The salary reflects the nature of the role in the charity sector.
- You will be working in an Islamic environment where you will be able to consistently pray in the mosque and will be surrounded by people with a like-minded attitude to help others.
- Access to courses and education at the centre
- Relevant training, as applicable to the role

For this application, you will need to provide evidence of the following before any application is considered:

- Written articles or communications previously printed in the media
- Links to historic media appearances
- Links to social media videos created by yourself
- Social media and website pages created and managed by you
- Fundraising campaigns on social media (e.g. justgiving)

BACKGROUND TO GLMCC

Green Lane Masjid & Community Centre (GLMCC) is a leading UK mosque based in the heart of Small Heath in Birmingham. Having acquired the premises in 1979, the trustees and committee members have been evolving the mosque and its building over the decades to create a mosque that acts as a hub for the local community, consisting of prayer halls for men and women, a community hall, evening school for children, educational institute, library and some accommodation. It also provides a funeral service to the local Muslim community.

GLMCC occupies a prominent corner position on Green Lane in Small Heath. The building was originally constructed as a public library and baths, designed by local architects Martin & Chamberlain and built in the redbrick and terracotta Gothic-Jacobean style between 1893 and 1902. It is a Grade II listed building.

Recognised internationally, GLMCC has circa 750,000 followers on facebook. It was also runner up in the model mosque competition held by Islam Channel in 2017.

A brief summary of some of the main activities and services operated from the centre:

Educational Services:

- Adults education holding over 60 classes a week
- Green Lane Institute of Islamic knowledge (GLISK), which runs evening classes for adults in Arabic and Quranic studies
- A weekly children's evening school run 4 days a week with over 400 children registered
- Annual conferences attended by over 2,000 people
- Weekly Islamic talks attended by hundreds
- A monthly kids Budding Believers club, a weekend school with over 100 children

Welfare Services:

- Counselling services run by 2 qualified counsellors
- A funeral service managing over 30 funerals and burials a year
- A Foodbank that has supported over 3,000 families over the years
- A charitable giving (Islamic zakat/charity) service that distributes close to £200k of the Muslim communities charitable financial donations (zakah) to UK people and families in need
- Sisters coffee mornings held every Thursday, attended by around 60 sisters each week, providing a much needed social activity for the women in the community, particularly those on their own or single mothers.

GLMCC has also kicked off several new projects over December and January, including a monthly elderly social and lunch, a soup kitchen and a community Streetwatch initiative.

Celebrate Eid

- GLMCC runs the bi-annual Celebrate Eid event in Small Heath, Birmingham. This is the largest outdoor Eid event in Europe with over 100,000 people attending. Arranged twice a year, this is a fantastic and fun community event for all, with a fairground, food stalls and much much more.

International Humanitarian Wing:

- Task Force Green Lane Masjid, is the GLMCC international humanitarian wing and has raised over £5m over the past 5 years for needy causes overseas.
- From supporting the recent humanitarian crisis in Yemen to providing homes and essential support to Syrian refugees and orphans fleeing conflict zones, the taskforce provides a lifeline of support to those in severe conditions.
- The team supports and has helped various NGO's including Islamic Relief in establishing key projects around the world.
- We currently provide ongoing support for an orphanage built and established in Lebanon, where Syrian widows were paired with lost orphans to form families that were then housed in the orphanage. A purpose built building was constructed to provide apartments for them to live and the organisation covers the annual living costs for these newly formed families.

Other Major Activities:

- The GLM football club, in association with the FA, holds 3 football sessions per week for adults and children
- Weekly Kick-boxing classes - separate classes for kids and adults
- A weekly ladies basketball session

There are many more activities run by the organisation, making the centre an active hub for the community.

Some Background Articles relating to GLMCC:

<https://www.birminghammail.co.uk/whats-on/whats-on-news/inside-green-lane-mosque-birmingham-14295418>

<https://www.birminghammail.co.uk/news/midlands-news/green-lane-mosque-eid-al-14462091>

<https://www.birminghammail.co.uk/news/midlands-news/birminghams-green-lane-mosque-helped-14178868>

<https://www.bbc.co.uk/news/uk-england-44496158>

<https://www.birminghammail.co.uk/news/midlands-news/mosque-opens-doors-birmingham-homeless-15780150>

https://www.birminghammail.co.uk/whats-on/whats-on-news/visit-mosque-day-birmingham-city-15911224#ICID=Android_BMNewsApp_AppShare