



DIRECTOR OF FUNDRAISING

Location:	Mostly home working with regular meetings in London for fundraising and less frequent meetings in hub locations (currently Birmingham and Bradford). Travel requirements to be discussed in more detail at interview.
Responsible to:	Chief Executive Officer
Salary:	£46,000-50,000
Job type:	Full-time, permanent. Applications for part-time work will be considered.

Summary

We are looking for a talented, experienced, motivated fundraiser to join us in building Amal at this exciting time in its young life. Working closely with the CEO, the postholder will create Amal's fundraising capability, developing and implementing the strategy, structure, processes and relationships needed to support Amal's growth and the fulfilment of its mission. They will build a small fundraising team over the next three years.

Amal is the only UK funder taking a multi-arts approach to increasing understanding of Britain's Muslim communities among those of other faiths and those who are secular, and to fostering a stronger sense of belonging in the UK among Muslim communities. We exist to shift the narrative around Muslims in the UK to one that is confident, diverse and just. We do so by growing opportunities for Muslim communities to realise and express their full creative potential and to share and celebrate this creativity with others. In our work, we are guided by the values of compassion, conviviality and social justice.

Amal means "hope" in Arabic. We offer a radical kind of hope that the UK, despite the divisions of recent times, can build ever more harmonious relations between its communities. Our objectives matter because a multicultural society like the UK's can't be a just, harmonious and successful one without empathy between its multiple communities. Muslims represent a significant proportion of the British population. Many of them face socio-economic disadvantage. Pervasive, negative and monolithic stereotyping of them builds barriers to the understanding of Muslims and to their sense of belonging. We work to create a narrative shift around Muslim representation in the UK – how others view Muslims and how Muslims perceive themselves.

Amal is not endowed and needs to fundraise to support our grant-giving, other activities and core costs. Fundraising has been done to date by the CEO with some recent interim fundraising support. The new Director of Fundraising will work closely with the CEO to build a high-quality fundraising operation and meet challenging funding targets.



MK Schools Cultural Exploration at Art By The Lake Festival with Milton Keynes Islamic Arts and Culture, Milton Keynes, 2019

Image: Karen Kodish

www.amal.org.uk

If you care about creating a fairer society, this is a wonderful opportunity to play a pivotal role in building an organisation dedicated to tackling structural inequalities in creative ways.

More about Amal

Amal began life as a grant-making programme of the Saïd Foundation and has now embarked on an ambitious new future as an independent charity. This has been made possible by the generous support of the Saïd Foundation, Paul Hamlyn Foundation and Esmée Fairbairn Foundation. Our Trustees and staff team are majority Muslim.

Building on the community, skills and learning we have developed, we are relaunching in early 2022 with Amal Connects, our new cornerstone programme. Amal Connects' aims are to build a community of practice in the arts and cultural sector which fully includes Muslims as audiences, participants, artists, workers and leaders; and to shift the narrative around Muslims to one that encompasses a multitude of stories reflecting their diversity, celebrating Muslim experiences and enabling us all to enjoy and respect both our differences and our common ground.



Imaam Imraan

National Youth Theatre at Kala Sangam, Bradford, 2019

Image: Rob Freeman Photography

Amal Connects follows a co-creation, place-based model, ensuring that the work we support directly reflects the experience, concerns and priorities of Muslim communities. Our initial hub locations are Bradford and Birmingham and we plan to add London and Manchester as hubs over the next two to three years. Amal Connects provides funding for co-created, high-quality arts and culture projects but funding is only one of several work streams. In addition, we:

- research, consult and connect three interlinked sets of stakeholders (artists, arts and cultural organisations and communities);
- offer communities a better sense of the range of creative possibilities that is open to them by providing opportunities to engage in activities such as participatory workshops;
- convene our stakeholders to share learning and best practice;
- provide capacity-building advice to support the sustainability of community organisations with which Amal works and the capacity of arts organisations to work with Muslims;
- provide communications and evaluation support to our projects to help raise their profile and maximise learning on our impact.

We have ambitious plans to grow our fundraised income to over £1m a year by 2024. The Director of Fundraising will play a key role in this activity, supported by their small fundraising team, the CEO and the wider Amal team.

For more information, please visit www.amal.org.uk.

Job purpose

To create, develop, implement and lead an ambitious, sustainable, diversified, and values-driven fundraising strategy and capability that maximises support for Amal's work and reputation.

Responsibilities

1. Strategy and planning

- a) To develop and lead a four-year fundraising strategy to achieve agreed stretch targets for all income streams, focusing initially on high-level givers, whether trusts and foundations, major donors, corporates or local/statutory authorities and exploring opportunities for lower-level giving.
- b) To devise and implement detailed annual plans for implementation of the fundraising strategy.
- c) To develop Key Performance Indicators to report progress against plans to the CEO and Board.
- d) To define the level and timing of human and other resources required to deliver the agreed plans and make the case to the CEO and Board for this investment.

2. Leadership

- a) To play a part in the overall leadership of Amal, contributing to the development of strategy, culture, monitoring, evaluation and learning processes, delivery plans and budgets.
- b) To ensure a commitment to and focus on fundraising among the entire team and Board.
- c) To represent Amal externally at events and meetings.
- d) To remain up to date with best practice in fundraising and its regulation, including guidance from the Fundraising Regulator and GDPR and Gift Aid rules, and ensure that Amal follows best practice and is compliant with regulations.

3. Fundraising proposition

- a) To review and develop Amal's case for support.
- b) To devise funding packages and themes that support Amal's programmes and projects to present to potential funders.
- c) To develop and write bids to trusts, corporates, major donors, and local and statutory authorities to secure grant funding.
- d) To work with Trustees and the CEO to develop a major donor committee whose members not only donate but also help to grow Amal's pool of donors and friends.

4. Growing the donor pool and portfolio

- a) To identify, research and prioritise prospects.
- b) To develop a prospect pipeline that balances immediate needs with longer term relationship development.
- c) To prepare cultivation plans for prospects.
- d) To submit strong fundraising applications and proposals within a timeframe that meets Amal's funding needs.
- e) To identify and develop engagement opportunities, including events, for existing and potential supporters.

5. Stewardship

- a) To build enduring relationships of trust with existing and new funders.

- b) To develop a stewardship and recognition programme for existing and new supporters to engage them closely with Amal.
- c) To ensure that all reporting and other requirements stipulated by donors are fulfilled on time and to a high standard.

6. **Systems**

- a) To develop and implement processes and tools to manage prospects and donors at each stage of the solicitation cycle, including prospect identification, cultivation, solicitation, gift acknowledgement and administration, compliance with donor stipulations and donor stewardship.
- b) To develop and maintain a fundraising database ensuring compliance with GDPR.

7. **Financial and risk management**

- a) To provide information on income received and pledged to assist with the production of monthly management accounts, restricted funding tracking, quarterly budget reforecasts, income collection, including Gift Aid, financial reporting to donors, and fundraising performance reporting against KPIs.
- b) To develop and manage budgets for fundraising activity.
- c) To identify key risks to income and reputation, ensuring that controls are in place for their mitigation and that they are included in Amal's risk register.



Storytelling workshops as part of interfaith week
 Khayaal Theatre Company with Grassroots Luton, Luton, 2017
 Image: Khayaal Theatre Company

This job description outlines your main responsibilities but you may be asked to undertake other duties when necessary.

Person specification

A. **Knowledge, skills and experience**

- a) Senior and demonstrable fundraising experience, including of strategic planning, managing the donor cycle from identification through to stewardship and meeting five and six figure gift targets.
- b) Strong experience of building and managing at least two of the four income streams Amal will focus on initially (trusts and foundations, major donors, local and statutory authorities and corporates).
- c) Experience of managing a team and/or mentoring others to achieve their potential.
- d) Excellent and engaging communications and presentation skills, in person and in writing, including the ability to write persuasively.
- e) Strong relationship building skills with a wide range of people, from corporate teams to major donors, including excellent stewardship skills.

- f) Excellent organisation and administration skills, with the ability to manage a number of tasks at the same time.
- g) Experience of office IT systems, maintaining a database and keeping accurate records.

B. Attributes

- h) A love of fundraising and an interest in developing expertise and excellence in areas of fundraising that you are less familiar with.
- i) A commitment to combating structural inequalities in UK society, to promoting diversity, equity and inclusion.
- j) A commitment to Amal's values of social justice, compassion and conviviality and a clear understanding of how these are linked to fundraising activity and strategy.
- k) An interest in high-quality arts and cultural activity as an effective means of promoting understanding and belonging.
- l) Strong knowledge of or demonstrable desire to learn about the situation of the UK's Muslim communities.
- m) An adaptable approach including the flexibility to undertake all fundraising tasks until the team grows and to adapt to rapidly changing demands and opportunities.
- n) A confident and assured manner that inspires confidence in funders, trustees and colleagues.
- o) A "can do" attitude, enthusiasm, creativity and energy.
- p) An ability to listen openly and reflectively to all stakeholders, build rapport, influence and negotiate persuasively.
- q) Integrity and discretion.

Other benefits

- Employer's pension contribution of 6% of salary.
- 25 days' holiday in addition to bank holidays.
- Flexible working arrangements including working from home part of the week.

A full set of terms and conditions will be provided with a contract of employment.

How to apply and recruitment process

Please send to hello@amal.org.uk a CV demonstrating your experience including in relation to the requirements of this job description and a covering letter showing how you meet the points set out in the person specification.

Deadline for applications: Monday 24 January 2022 09:00
Interviews: First interviews the week commencing Monday 31 January 2022; second interviews the week commencing Monday 7 February 2022. Interviews may be in person or via video call depending on COVID safety guidelines at the time and on candidates' ability to travel.

We are happy to offer informal, pre-application conversations with any candidates who wish to learn more about the role before deciding whether to apply. If you would like to have such a conversation, please email hello@amal.org.uk.

Amal is an Equal Opportunities employer and we strive to create an inclusive working environment that reflects and celebrates our mission and values. We particularly welcome applications from underrepresented groups, especially those underrepresented in the fundraising workforce.



Does My Bomb Look Big In This?
Tamasha Theatre Company at Soho Theatre, London, 2019
Image: Bettina Adela