



National Zakat
Foundation



JOIN OUR MISSION

Join us as **Director of Marketing and Fundraising** and help strengthen the UK's Muslim community through the power of local Zakat.

**Dear Prospective Candidate,
Assalamu Alaikum,**

I am delighted to welcome you to National Zakat Foundation's recruitment pack. Thank you for your interest in joining our team and for considering the possibility of contributing to the vital work we do at NZF.

At the heart of NZF are three key themes that guide everything we do: **Community, Knowledge, and Connectivity**. These themes are not just words—they are the pillars that support our mission and drive our daily activities.

Community lies at the core of our work. NZF was established to serve the UK's Muslim community by ensuring that Zakat is distributed locally, benefiting those most in need within our neighbourhoods. We believe that by supporting one another, we strengthen the bonds of brotherhood and sisterhood, creating a more resilient and compassionate society. As a member of our team, you will have the opportunity to work closely with the communities we serve, helping to build and sustain a support network that truly makes a difference.

Knowledge is essential in our mission to make Zakat work effectively for our community. We are committed to educating and informing both Zakat givers and recipients about the profound impact of Zakat. This commitment to knowledge extends to our internal culture as well. At NZF, we foster a learning environment where every team member is encouraged to grow, innovate, and contribute new ideas. Your expertise, insights, and continuous development are valued here, and we are eager to support you on your journey.

Connectivity is what enables us to fulfil our mission. In today's world, being connected means more than just staying in touch; it means building bridges between people, organisations, and ideas. NZF strives to connect those who give with those who need, creating a powerful network of support that spans across the UK. Our work depends on strong connections—within our team, with our partners, and with the communities we serve.

By joining NZF, you will become part of a network dedicated to creating positive change through collaboration and shared purpose.

As you explore this recruitment pack, I hope you gain a clear sense of our impact and the values we uphold. NZF is more than just a place to work—it is a community of passionate individuals committed to making a difference. We are looking for people who share our vision and are ready to bring their skills, energy, and dedication to our team.

I invite you to consider how you can contribute to our mission and become part of our journey to transform lives through the power of Zakat. Together, we can continue building a future where every Zakat truly matters, strengthening our communities and making them more connected and knowledgeable.

Thank you once again for your interest in the National Zakat Foundation. I look forward to welcoming you to our team.

Warm regards,



Dr Sohail Hanif
Chief Executive, National Zakat Foundation

**WORKING TOWARDS A
STRONGER MUSLIM COMMUNITY**

ABOUT NZF



Introduction to National Zakat Foundation

Welcome to National Zakat Foundation (NZF), the leading Zakat institution in the UK dedicated to the local distribution of Zakat.

Since our founding in 2011, NZF has been at the forefront of empowering Muslims across the UK by ensuring that our Zakat reaches those who need it most within our local communities.

We believe that Zakat, one of the five pillars of Islam, has the power to transform lives and uplift communities when distributed effectively and responsibly.

Our mission is simple but profound: to make Zakat work for the UK's Muslim community. By collecting Zakat from those who are able to give and distributing it to those in need, NZF provides critical support to vulnerable individuals and families, providing relief and helping them to self-sufficiency.

Over the years, NZF has facilitated millions of pounds in Zakat distribution, directly impacting thousands of lives across the country.



Our History and Background

National Zakat Foundation was established in response to a pressing need within the UK's Muslim community: the need for a trustworthy, effective, and transparent mechanism to distribute Zakat locally.

Before NZF's establishment, much of the Zakat given by British Muslims was sent abroad, at times with little visibility into how it was used.

While international giving remains important, there was a growing recognition that significant needs existed within our own communities that were not being adequately addressed.

NZF was founded to fill this gap by creating a platform that allows Muslims in the UK to give Zakat locally, ensuring that their contributions are used to support those in need within their own neighbourhoods. Our approach is unique in that we focus solely on the UK, making sure that the Zakat impacts on those within your own community.

Over the past decade, NZF has grown rapidly, both in terms of the amount of Zakat we distribute and the impact we've had.

We've developed a robust distribution system, established strong partnerships with local organisations, and built a reputation for transparency and accountability.

Today, NZF is recognised as the leading Zakat institution in the UK, and we continue to innovate and expand our services to better serve our community.

Why Work with NZF?

Joining NZF is not just about having a job; it's about being part of a mission-driven organisation that is making a tangible difference in people's lives.

Here's why NZF is a great place to work:

Key Area	Quality
Purposeful Work	At NZF, you'll be part of a team that is dedicated to empowering and uplifting those in need. Every day, your work will contribute to meaningful change, helping to alleviate poverty and build stronger, more resilient communities.
Values-Driven Culture	Our work is guided by the principles of Islam, particularly the values of compassion, justice, and accountability. We strive to create a workplace that reflects these values, where every team member is respected, supported, and encouraged to grow both personally and professionally.
Innovation and Impact	NZF is a dynamic and forward-thinking organisation. We're always looking for new ways to increase our impact and improve our services. As part of our team, you'll have the opportunity to contribute ideas, take on new challenges, and help shape the future of Zakat distribution in the UK.
Learning and Development	We are committed to the ongoing development of our staff. Working with NZF means having access to a range of learning opportunities, from formal training programs to hands-on experience in a fast-paced, impactful environment.
Supportive Environment	At NZF, we believe in the importance of work-life balance and strive to create a supportive environment where our employees can thrive. We offer flexible working arrangements and a range of benefits designed to support your well-being.
Community Engagement	Working with NZF gives you the chance to give back to our communities. Whether through outreach programs, events, or direct service delivery, you'll have the opportunity to see firsthand the impact of your work and build connections with the people whose lives you're helping to improve.

The impact of our work

The impact of NZF's work can be seen in the lives of those we serve.

From helping individuals escape the cycle of poverty and get back into work, to supporting refugees and asylum seekers, from assisting single mothers to providing emergency relief in times of crisis, NZF's work touches thousands of lives each year.

Our rigorous application process ensures that Zakat reaches those who are most in need, providing relief and helping people achieve longer term stability.

Our commitment to transparency means that donors can see exactly how their Zakat is being used and the difference it's making.

This trust is at the heart of what we do and is one of the reasons why so many people choose to give their Zakat through NZF.

Join us in making a difference

If you're passionate about social justice, committed to helping those in need, and eager to work in an environment that values innovation, integrity, and impact, then NZF is the place for you.

We're looking for talented and motivated individuals to join our team and help us continue to grow our reach and deepen our impact.

As part of NZF, you'll be joining a community of like-minded individuals who are dedicated to making a difference. You'll have the opportunity to work on projects that matter, contribute to a cause you believe in, and be part of a team that is changing lives.

We look forward to receiving your application and hopefully welcoming you to the NZF family.

Thank you for your interest in working with the National Zakat Foundation. Together, we can make a difference!

**Thank you for your interest in working with NZF.
Together, we can make a difference.**

JOB DESCRIPTION



Director of Marketing and Fundraising

Overview

The Director of Marketing and Fundraising will spearhead the National Zakat Foundation's (NZF) income generation and brand visibility. As a key member of the Executive Committee, this role combines strategic leadership in fundraising and marketing, managing teams across both disciplines to ensure NZF meets its financial targets. The Director will drive income through zakat and non-zakat funds, diversify revenue streams, and grow NZF's presence in the community.

Reports to: Chief Executive Officer

Direct reports: Head of Marketing, Head of Fundraising and Community Engagement

Location: Flexible (London for NZF meetings)

Salary: DOE

Term: Permanent / Full time

Key responsibilities

Fundraising:

- Create plans and implement fundraising strategies to meet annual revenue targets.
- Oversee relationships with high-net-worth donors, charity partners and foundations to secure long-term funding.
- Lead grant, donor and event-based fundraising efforts.
- Oversee and guide the fundraising team in executing campaigns, including the key Ramadan campaign.
- Monitor and analyse fundraising performance, ensuring targets are met and the organisation is optimised for growth.

Marketing, Strategy and Leadership:

- Develop and execute comprehensive marketing strategies to enhance visibility and drive donor engagement.
- Lead a marketing team to execute effective digital and traditional marketing campaigns, across owned, earned and bought media while identifying opportunities and improvising solutions.
- Oversee the creation and maintenance of marketing materials, ensuring alignment with NZF's mission and values.
- Conduct market research to identify needs, trends, and the competitive landscape.

- Monitor and analyse marketing performance metrics to track effectiveness and ROI, reporting key findings to senior management and the board by using appropriate presentations, including suitable use of charts and graphs.
- Foster relationships with media, influencers, and strategic partners to enhance NZF's visibility and outreach.
- Align marketing and fundraising strategies to optimise donor acquisition and retention.
- Align marketing strategy with Public Relations (PR) strategy.
- Ensure compliance with fundraising and data protection regulations, adhering to NZF's safeguarding policies.
- Oversee community and volunteer programs to increase engagement and fundraising potential.

Key Performance Metrics:

- Zakat and non-zakat funds raised.
- Year-on-year increase in Zakat payers.
- Donor retention

Relationships and Stakeholders:

- Manage and collaborate with marketing, communications, fundraising, and community engagement teams.
- Work closely with external consultants, freelancers, and strategic partners to support NZF's goals.
- Report directly to the CEO, Board members, and collaborate with senior leaders across operations, finance, and governance.

Your Team

You will manage our marketing and fundraising teams. Your direct reports will be the Head of Marketing and Head of Fundraising, under whom we have a Communications officer, Mosque and Community Engagement Officer and a Fundraising Coordinator.

You will also manage consultants and external teams, directly and through your team, to achieve the organisation's objectives in marketing and fundraising.

Person specification

Knowledge, skills, qualifications, experience and behaviours required to achieve role's objectives:

Criteria	Essential (E) or Desirable (D)
Knowledge and Skills:	
Understanding of strategic marketing and communication	E
Effective communication and presentation skills, both written and verbal, with the ability to communicate data to inform management decisions and Board oversight	E
In-depth understanding of GDPR and other relevant data protection laws	E
Ability to communicate the brand in fresh and compelling ways	E
Ability to critique marketing assets to deliver on objectives	E
Ability to buy, manage and analyse marketing channels to meet objectives	E
Demonstratable knowledge of the UK Muslim community	E
Strong understanding of analytics tools and CRM systems	E
Strong understanding of community engagement for purposes of fundraising and volunteer engagement	E
Strong project management skills	E
Proven strategic planning skills	E
Proven critical thinking ability	E
Excellent manager of people, with a view for development and optimising performance	E

Qualifications and Experience:	
Minimum four-year experience in a similar role	E
Extensive experience in developing and implementing creative marketing strategies	E
Experience of planning and overseeing targeted campaigns across a range of platforms	E
Educated to degree level in marketing / communications or related field	E
Experience in overseeing a department and developing team members	E
Qualification in CIM	D
Behaviours	
Proactive and self-motivated	E
Committed to maintain and enhance the mission and ethos of the organisation	E
Committed to very high professional standards and integrity	E
Ability to work both collaboratively and independently	E
Passionate about developing welfare support for UK Muslims	E

Physical Environment and Demands

This role will primarily be on a remote working basis.

It may require up to 4 internal in-person meeting days per month in the London area; It may also require occasional working outside of normal working hours, to connect with supporters.

Applicants must have the right to work in the UK and be a resident.

+ How to apply

Please send a cover letter with a CV by email to recruitment@nzf.org.uk.

The cover letter must show why you are a suitable candidate, demonstrating any relevant knowledge and skills, experience and behaviours that match the requirements for the post. The cover letter should not exceed 2 sides of A4.

Applications will be reviewed on a rolling basis

If you are shortlisted, you will be given a few days to complete a pre-interview assessment. Interviews will commence shortly after.

Note: an application for a DBS certificate will be submitted in the event of the individual being offered the position. A copy of the Charity's 'Hiring policy -ex offenders' is available on request.



National Zakat Foundation (NZF) is a registered charity in England and Wales (1153719)