



National Zakat
Foundation

Join our Mission

Join us as **Head of Marketing** and shape
the voice of local Zakat in the UK.

Lead bold campaigns, grow our reach, and
inspire action through powerful, purpose-
driven storytelling.

PERM

HYBRID

£50-55K



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: **Mobilisation, Knowledge, and Connectivity**. These themes are not just words—they are the pillars that support our mission and drive our daily activities.

Mobilisation The national Zakat system runs on people feeling responsible for their own communities and empowered to offer support. This unleashing of community-based activism is what will give the growth and reach required to fulfil this vision. We are currently developing pathways for people who wish to support their communities through education, Zakat collection and distribution, and/or fundraising. Creating a movement for social welfare is at the heart of mobilisation, and mobilisation is at the heart of creating the system we must build together

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.

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

JOB DESCRIPTION

Head of Marketing

Overview

The Head of Marketing will shape how the National Zakat Foundation connects with the public, leading brand strategy, digital engagement, and compelling campaigns.

This role turns mission into message – building trust, growing audiences, and amplifying NZF's voice on faith and economic justice.

As a senior leader, you'll manage a creative, agile team and play a key role in making Zakat understood, relevant, and powerful in the UK today.

Reports to: Interim Director of Marketing and Fundraising

Direct reports: Content and Creative Manager

Location: Remote (London for NZF meetings 2-4 times per month)

Salary: £50,000 – £55,000 p.a. (dependent on experience)

Term: Permanent / Full time

About NZF

NZF is a Muslim charity collecting and distributing Zakat in the UK to those who need it most, right here at home. We don't just raise money; we ask bold questions about how faith, justice, and community can shape a better future and strengthen our communities. And we tell stories that matter.

Now we need a Head of Marketing to lead that story.

This is a senior role with responsibility for growing brand awareness, strengthening donor engagement, managing our digital presence, and delivering high-quality content that positions NZF at the heart of the conversation on social justice and economic empowerment.

You will lead a small, agile team covering social media, content and creative, and corporate communications, ensuring their work is aligned with NZF's mission, strategy and tone of voice. You'll work closely with the Director of Marketing and the wider leadership team to deliver integrated campaigns, grow reach and revenue, and build long-term trust with supporters, stakeholders and media

Our Values and How We Work

NZF is a purpose-led organisation rooted in principles of dignity, equity, and community. We are looking for someone who brings not only marketing expertise but a deep commitment to working ethically, collaboratively, and with cultural sensitivity. You'll thrive here if you care about meaningful impact, take initiative, and enjoy connecting people to purpose through powerful communication.

How this post supports NZF's vision and mission

The Head of Marketing helps bring NZF's mission to life by connecting people to the values, impact, and purpose behind our work. Through compelling campaigns, data-informed strategies, and culturally aware storytelling, this role plays a key part in strengthening our voice and building a community of engaged, informed supporters.

By developing high-quality content, integrated campaigns, and a strong digital presence, the Head of Marketing ensures that NZF's message is accessible, relevant, and consistent. The role supports organisational goals during key periods—such as major fundraising campaigns—while contributing to long-term supporter relationships and brand recognition.

Ultimately, the Head of Marketing helps position NZF as a responsive and impactful organisation working to meet the needs of people across the UK, using data-driven insights and audience-focused storytelling to strengthen engagement and build lasting connections.

Key Responsibilities

As NZF's Head of Marketing, your work will be focused across four core pillars. Together, they reflect the full scope of how marketing contributes to our mission – by inspiring connection, leading with purpose, and continuously learning and improving:

1. Inspire and Engage:

Focus: Strategy, storytelling, audience growth, content creation

- Develop and lead a compelling marketing strategy that communicates NZF's mission, creates impact, engages diverse audiences, and aligns with organisational goals.
- Oversee multi-channel content creation (newsletters, Substack, podcasts, video, etc.) that informs, inspires, and builds trust.
- Champion inclusive, culturally aware content that reflects NZF's values and resonates with our diverse audience.
- Lead NZF's brand positioning across digital, media, and print, ensuring consistency in narrative and visual identity.
- Manage NZF's presence on Instagram, TikTok, LinkedIn, X, YouTube, and other platforms to grow reach and engagement.
- Guide the Content & Creative Lead to develop high-quality donor and thought-leadership materials.

2. Lead and Deliver:

Focus: Campaigns, team, collaboration, stakeholder engagement

- Lead integrated marketing campaigns that support key organisational priorities, including major moments like Ramadan.
- Work cross-functionally with fundraising and programme teams to align messaging and amplify collective impact.
- Collaborate with the Director of Marketing and Fundraising and external agencies to activate strategy into action.
- Line-manage a small team of 3–4 staff across social media, content, and communications, cultivating a collaborative, high-performance culture.
- Organise campaigns, events, and initiatives that increase visibility and deepen supporter relationships.

3. Analyse and Optimise:

Focus: Metrics, performance, SEO, reporting

- Monitor and evaluate campaign performance, using insights to drive continuous improvement.
- Oversee SEO strategy, keyword optimisation, and website performance to enhance reach and discoverability.
- Analyse email marketing, social media, and website analytics to identify trends and optimise engagement.
- Coordinate marketing budgets and channel spend, ensuring effective resource use and transparent reporting.
- Track and report on KPIs such as brand recognition, traffic, donor acquisition, and engagement metrics

4. Relationships and Stakeholders:

Focus: Cross-functional teamwork, strategic alignment, external partnerships

You'll work closely with colleagues across NZF and key external partners to ensure alignment, delivery, and collaboration:

- Marketing team
- Chief Executive, Board members, Directors and other staff across the organisation
- External suppliers, partners, consultants and stakeholders

Why work with NZF?

- Flexible working
- Enhanced Maternity / Paternity pay
- Ethical pension
- Health cash plan (Medicash)
- Days off for religious holidays

Person specification

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

Knowledge and Skills	Essential (E) or Desirable (D)
Extensive understanding of integrated marketing campaigns and executing channel marketing at pace and efficiency	E
Knowledge of planning, executing and/or managing all digital marketing activities across SEO, Email, Social and PPC	E
Highly creative with experience in identifying target audiences and devising digital campaigns that inform, educate, inspire and convince prospecting, existing and lapsed givers	E
Excellent written and verbal communication skills	E
Exceptional interpersonal and listening skills, with a keen sense for reading others' personal motivations	E
Excellent influencing skills with donors, colleagues, and partners.	E

Cultural awareness and the ability to communicate sensitively within faith-based contexts.	E
Measure and report performance of all digital marketing campaigns, and assess against objectives and key results	E
Identify trends and insights, and optimise spend and performance based on the insights	E
Utilise strong analytical ability to evaluate end-to-end giver experience across multiple channels and touch points	E
Plan, execute, and measure experiments and conversion tests	E
Evaluate emerging trends and technologies. Provide thought leadership and perspective for adoption where appropriate	E
Proven ability to lead a team and deliver results in a fast-paced, mission-driven environment.	E
Strong planning, project management and stakeholder engagement skill	E
Intermediate level proficiency in Adobe Master Collection CC2021 (Photoshop, Illustrator, InDesign and Premier Pro)	D
Working knowledge of HTML, CSS, and JavaScript.	D
At least 5 years' experience in marketing or communications, with 2+ in a leadership role.	E

Experience	Essential (E) or Desirable (D)
At least five years' senior experience within a digital and performance marketing environment	E
Experience of planning and executed targeted marketing and advertising campaigns across a range of channels	E

Experience of managing the work and performance of external suppliers and contractors	E
Behaviours	Essential (E) or Desirable (D)
Initiative and energy to present ideas proactively	E
Passion for technology and creativity	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

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 Robert Hillier, Interim Director of Marketing and Fundraising at 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.

The deadline for applying to this role is July 18 2025

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