



National Zakat
Foundation

Want to spark national conversations from a British Muslim lens?

Join us as **Content & Creative Lead** and put local Zakat at the heart of national debate.

Commission opinion pieces, launch sharp podcasts, lead a newsletter to 40,000 readers—turn powerful stories into meaningful change across British Muslim life.

PERMANENT

HYBRID

£32–38K



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**

The background is a solid blue color with a gradient. Overlaid on this are several large, semi-transparent circles in different shades of blue, creating a layered, abstract effect. The circles are positioned in the upper right and lower right areas, with some overlapping each other.

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

Creative & Content Manager

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: Head of Marketing

Location: Remote (London Office for NZF meetings)

Salary: £32,000 – £38,000 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 Content and Creative Manager will be the driving force behind the National Zakat Foundation's editorial and multimedia output.

This is a pivotal role at the heart of NZF's mission to connect Muslims in the UK through Zakat and to lead national conversations about faith, social justice, and economic equity.

You will shape and deliver our content strategy to position NZF as a thought leader in British Muslim life and social change. Whether it's securing a high-profile guest for our podcast, commissioning sharp and insightful opinion pieces for our Substack, or crafting a compelling weekly newsletter sent to 40,000 subscribers, your work will put NZF at the centre of key public debates.

You will be a creative, strategic, and collaborative storyteller with a proven ability to engage audiences and influence public discourse. Your role will involve producing and commissioning high-impact content that grows our reach, builds trust with our supporters, and elevates our voice on issues of faith-led giving, economic justice, and community empowerment.

You'll lead on our Substack strategy, podcast development, and flagship newsletter, working closely with teams across fundraising, public affairs, and programmes to uncover, shape and amplify powerful stories of impact that reflect the spirit and values of zakat in contemporary Britain.

You will play a crucial role in connecting NZF's mission to a diverse range of audiences, elevating the voices of British Muslims, and helping shape national conversations around zakat, community, and economic justice.

Key Performance Metrics:

- **Podcast guest acquisition:** Ability to secure high-profile guests for NZF's podcast.
- **Newsletter reach:** Write and edit a newsletter distributed to 40,000 subscribers weekly.
- **Audience engagement:** Drive content that gets people to click, read, listen, and share.
- **Content output:** Regular production and commissioning of high-impact content across platforms (Substack, blog, podcast, email).
- **Audience growth:** Expand NZF's digital reach and engagement.
- **Brand authority:** Position NZF as a thought leader in British Muslim life and social justice.
- **Cross-team collaboration:** Work across departments (Fundraising, Public Affairs, Programmes) to unify messaging and storytelling.
- **Reactive content delivery:** Identify and respond quickly to current events with relevant content.
- **Platform strategy leadership:** Lead and evolve the Substack and podcast content strategies.
- **Style consistency:** Maintain and update NZF's editorial style guide.

You will be responsible for:

- Develop and deliver NZF's editorial calendar across podcast, newsletter, Substack, and blog platforms.
- Write and edit long and short-form content that reflects NZF's mission and sparks national debate.
- Commission op-eds, features and comment pieces from a range of thought leaders and lived-experience voices.
- Script and produce episodes for NZF's podcast (including securing high-profile guests).
- Lead editorial strategy for integrated campaigns across platforms.
- Manage freelance writers, editors, and podcast producers where necessary.
- Maintain and evolve an editorial style guide.

- Collaborate with design and digital marketing teams to package content for social and email distribution.
- Monitor audience engagement and performance metrics to refine content strategy.
- Identify and pursue reactive content opportunities linked to current events.

Reporting:

- **Line Manager:** This role reports directly to the Head of Marketing.
- **Performance Metrics:** Success will be measured through key performance indicators including content engagement rates, audience growth across platforms, contributor acquisition, and delivery of key editorial outputs (e.g., newsletter, podcast episodes, Substack posts).
- **Collaborative Reporting:** The Content and Creative Manager will also contribute to cross-team planning and impact reporting, working closely with colleagues in Communication, Fundraising, and Programmes to align messaging and evaluate communication effectiveness.
- **Editorial Oversight:** The role will provide regular updates on editorial performance, campaign effectiveness, and audience insights to the senior leadership team.

Approach:

- Lead with curiosity and creativity, staying attuned to current affairs, community sentiment, and cultural trends.
- Maintain editorial integrity while championing NZF's mission and values.
- Balance thought leadership with accessibility to engage diverse Muslim audiences.
- Collaborate across teams to ensure content supports organisational goals.
- Adapt tone and messaging across different channels without losing authenticity.
- Combine strategic vision with hands-on execution to drive results.

Relationships and Stakeholders:

- 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 on religious holidays

Person specification

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

Knowledge and Skills	Essential (E) or Desirable (D)
Excellent writing, editing, commissioning, and storytelling skills	E
Strong editorial judgment and understanding of digital content strategies across platforms such as Substack, podcasts, and newsletters.	E
Proven ability to engage high-profile contributors and diverse audiences	E
Knowledge of audience growth and engagement metrics	E
Ability to work with data to evaluate content performance and adjust strategies	E
Creative acumen to develop impactful narratives that resonate across demographics	E

Understanding of British Muslim communities and faith-informed discourse	D
Familiarity with SEO, social media publishing tools, and email marketing platforms	D
Experience with podcast production, audio editing, or scripting.	D

Behaviours	Essential (E) or Desirable (D)
Proactive, self-starting, and able to work independently and collaboratively	E
Passionate about social justice, equity, and the transformative power of storytelling	E
Committed to the mission, values, and faith-inspired ethos of NZF	E
High level of professionalism, integrity, and ethical awareness	E
Receptive to feedback, open to learning, and reflective in approach	E

Physical Environment and Demands:

As NZF undergoes a process of digital transformation, this role will primarily be remote working with no more than one day a week in the London area for weekly meetings in-person.

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

Physical Environment and Demands:

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

+ How to apply

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 25th 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.



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Foundation