

Appendix 1: Outputs



Job Title: Director Media, Outreach and Lobbying:

1. Media:

The post holder will:

- take the lead in media communication, including working with and sustaining and developing relations with the press, TV, radio and social media.
- manage BMSD’s website; facebook and twitter presence and use social media to publicise policies, provoke debate and promote campaigns.
- ensure that BMSD is a trusted source of information and comment, regularly quoted or featured in the UK media.

OUTPUTS	<ol style="list-style-type: none">1. Website reflects BMSD’s most current engagements.2. Creation of a BMSD Database accessible at all times by staff and Trustees.3. a) Index of BMSD policy statements. b) BMSD policy statements posted on the website under clear headings.4. a) BMSD is featured regularly in media stories. b) Articles prepared by BMSD are published in the media.5. Clear agreed strategy to respond to media enquiries.6. Actual instances of media coverage of BMSD.7. Use of Facebook as an active forum for debate with increasing numbers sharing BMSD’s vision.8. Record work in office log.
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2. Outreach:

The post holder will:

- ensure BMSD achieves the aims set out in the strategic plan.
- build an infrastructure for debates on BMSD's key concerns.
- raise awareness of BMSD's work.
- nurture existing partnerships with organisations in the UK, Europe, North Africa and North America.

OUTPUTS	<ol style="list-style-type: none">1. Develop and maintain a database of contact organisations and a one page summary engagement for each.2. Agree a work plan with Chair, line manager and Director Operations.3. BMSD website to reflect the outreach work.
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3. Lobbying:

This role has lead responsibility to increase engagement with key players to influence policy. It requires familiarity with arguments and debates around key issues such as faith schools, sharia councils and hijab to ensure:

- BMSD is instrumental in influencing policies with a positive impact on Muslim communities in the UK.
- BMSD is recognised as a valued and legitimate partner in community consultation.

OUTPUTS	<ol style="list-style-type: none">1. Annual reception attendance.2. Policy documents on website and disseminated to relevant stakeholders with a list.3. A procedure in place for contact with a Trustee on ad hoc policy decisions or clarification on policy.4. Make relevant representations in support of BMSD's positions on issues in consultation with Trustees.
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4. Management:

- To ensure the smooth day to day running of the organisation in compliance with health & safety, equal opportunities, safeguarding and data protection policies.
- To create and manage a clear information retrieval system.

OUTPUTS	<ol style="list-style-type: none">1. A register of policies and procedures is kept up to date.2. Contribute to a regular report to trustees on progress.3. Resources are spent wisely, and financial risks are avoided.4. Achievements, issues and concerns are reported to trustees regularly.
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