

# Job Description and Person Specification



## DIRECTOR MEDIA, ENGAGEMENT AND LOBBYING

<b>Contract Hours</b>	21 hours per week (0.6 FTE) (3 days)
<b>Salary</b>	£17,400 p.a. (pro rata £29,000)
<b>Location</b>	BMSD Office, London
<b>Responsible to</b>	An appointed Trustee
<b>Probation</b>	4 months

The contract is contingent upon funding.

BMSD is an equal opportunities employer.

### **Job Title: Director Media, Engagement and Lobbying:**

The person will work alongside the Director Operations to deliver BMSD's vision and 5-year strategic plan in keeping with its mission statement.

### **Mission Statement:**

BMSD's mission is to simultaneously combat anti-Muslim sentiment and fundamentalist obscurantism within Muslim communities, by bringing together progressive Muslim voices to promote secular democracy, social justice and civic engagement.

This role covers the key areas of media, engagement and lobbying. It needs systematic prioritisation of work in consultation with Trustees and the Director of Operations.

British Muslims for Secular Democracy (BMSD) is a company limited by guarantee [No: 05905516] It is a registered charity [No: 1122730]. Established in 2006.

### **Key Responsibilities:**

1. Keep abreast of major policy debates, which have an impact on Muslim communities and be aware of key developments and trends within the Muslim communities of the UK.
2. Ensure that BMSD is engaged in public debates on relevant areas outlined below.
3. Ensure BMSD's work is reflected in the media.
4. Ensure that website and database reflect BSMD's current work.

## **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.

TASKS	<ol style="list-style-type: none"><li>1. Develop a methodology agreed with Trustees to respond to media enquires.</li><li>2. Manage media requests appropriately, including participating in telephone, radio or TV interviews. In case of inability, to identify and inform a Trustee.</li><li>3. Write and circulate press releases.</li><li>4. Write and circulate policy statements.</li><li>5. Ensure BMSD's website is up to date.</li><li>6. Work with Director of Operations to maintain a database.</li><li>7. Use and monitor Facebook and other social media presence, to promote BMSD's work.</li><li>9. Cultivate links with journalists and commentators in the mainstream media as well as community based publications and websites to promote campaigns.</li><li>10. Ensure all queries and responses are entered into an office log.</li></ol>
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## **2. Engagement:**

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.

TASKS	<ol style="list-style-type: none"><li>1. Sustain and build strategic engagement and partnerships with like-minded local, regional, European and international organisations.</li><li>2. Agree a calendar of engagements for the year.</li><li>3. Plan and organise, with Director of Operations, four (4)</li></ol>
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	events throughout the year, either alone or in partnership with others, on issues that will further BMSD’s agreed campaigns, objectives and mission.
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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 engaged influencing policies with a positive impact on Muslim communities in the UK.
- BMSD is recognised as a valued and legitimate partner in community consultation.

TASKS	<ol style="list-style-type: none"> <li>1. Sustain and develop relationships with parliamentarians, local government and other stakeholders with similar interests.</li> <li>2. Ensure that all policy documents on important and relevant issues, as BMSD’s Advice for Schools, are up-to-date and posted on the website.</li> <li>3. Discuss with Trustees and Director Operations on how BMSD should respond to significant events or media reports, where necessary.</li> </ol>
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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.

TASKS	<ol style="list-style-type: none"> <li>1. Have weekly meetings with the Director of Operations to monitor progress and discuss and raise any concerns.</li> <li>2. Attend quarterly meetings with trustees and ensure that relevant reports including assessment of impact and achievements are prepared and circulated well in advance.</li> <li>3. Assist with the development of policies and procedures.</li> <li>4. Keep abreast of the legal framework governing charities.</li> <li>5. Ensure that spending is in line with budgets in liaison with Director Operations.</li> <li>6. Contribute to monitoring reports to funders.</li> <li>7. Ensure office log is updated everyday.</li> </ol>
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# **Person Specification**

## **Experience and Qualifications**

### **A good first degree or a post-graduate qualification.**

1. Experience of policy research
2. Writing press releases, opinion pieces for blogs and newspapers.
3. Public speaking in front of varied audiences including media and policy makers.
4. Experience of campaigning activity, which is consistent with the aims, values and policies of BMSD
5. Experience of community involvement.

## **Knowledge**

1. Knowledge of key policy areas that impact on the lives of British Muslims with an awareness of the organisations working in the key fields of BSMD's work, in the UK, Europe, North America and other parts of the world.
2. Excellent computer and Internet skills. Expertise in managing a website highly desirable.
3. Some basic financial knowledge and ability to work to budgets.

## **Skills**

1. Ability to produce high quality articles and other material for publication, reports, press releases, letters, pamphlets and other promotional materials.
2. Ability to communicate, listen and influence others as appropriate. Must be able to engage in discussions with individuals and groups, including those who do not agree with the aims of BMSD.
3. Excellent public relations skills including interviews, TV appearances, and responding to media and other public enquiries.
4. Ability to build positive networks and relationships with organisations that share the aims of BMSD.

## **Personal qualities**

1. Strong commitment to the aims, values and ideals of BMSD.
2. Proactive, well organised and works well on own initiative.
3. Self confident with good oral and written communication skills.
4. Good team player able to respond to constructive feedback from colleagues.
5. Resilient when encountering difficulties and able to respond positively to setbacks and frustrations.