



## Job Description

Job Title:	Senior Communications and Public Affairs Manager
Responsible to:	Director
Salary:	£35,000 to 40,000 per annum
Start:	ASAP
Location:	<b><u>Office-based role (5 days per week)</u></b> : Central London, W1D 7DH

### About the Aziz Foundation

We at The Aziz Foundation are a family charitable foundation established to support British Muslim communities to flourish and give back to our country. Through our flagship Masters Scholarships programme, the Foundation has invested over £8 million into more than 700 scholarships for British Muslims pursuing postgraduate degrees as well as working with employers to facilitate work experience and internships for young British Muslims. We have also supported a wide range of charitable initiatives including funding of historic buildings, community sports, research into discrimination, inter faith activities and the engagement of British Muslims in the democratic process of our country.

### Job Purpose

This is a new and vital role for the Foundation, involving development and implementation of a new strategy for communications and public affairs. The aim is to ensure the Foundation can achieve its charitable objects by promoting awareness of all our activities to a range of stakeholders including Aziz Scholarship Alumni, university partners, employer partners, secular and Muslim charity partner organisations, partner organisations of other faiths, journalists, influencers, policy makers and politicians.

The successful candidate will have the opportunity to develop a new strategy from scratch and to then lead on implementation. The Senior Communications and Public Affairs Manager will manage external communications across all mediums and platforms for the Foundation ensuring our messages are clear, consistent and reflective of the Foundation's charitable objects and values.

### Internal relationships

You will report to the Director of the Foundation who will work closely with you in development of strategy. The Foundation currently has five staff, now growing to eight. We are a tight knit team that goes over and above to support one another. Each staff member will engage with you in relation to communications for their area of work and support you in developing ideas and content. Where necessary we sometimes buy in additional communications support. For example, for Ramadan Lights London, our annual aerial lights display in the West End of London that receives global coverage, we usually engage with an external communications company to provide additional support.

## **Key Responsibilities**

Broadly, the main duties and responsibilities will include, but not be limited to, the following:

### **Strategy, Planning and Leadership**

- Develop a strategy for communications and public affairs covering the period 2026 to 2029, working closely with the Director and the board, that that will raise the brand recognition and further improve the reputation of the Foundation with all stakeholders
- After development of strategy, develop an annual Communications & Public Affairs plan to implement the strategy
- Providing advice to Director and board on opportunities and risk in our approach to communications and public affairs

### **Digital and mainstream media engagement**

- Lead on use of the Foundation's website and social media channels - developing high quality and engaging written, visual and multimedia content for use with all stakeholders, in doing so increase social media reach and engagement figures
- Lead on development of relationships with journalists and influencers.

### **Stakeholder engagement**

- Lead on development of relationships with politicians and opinion formers
- Maintain and increase engagement with the Foundation's alumni
- Promote the Masters' Scholarships programme to ensure a large number of high quality applications from people of diverse backgrounds – with a particular focus on engaging potential scholars from outside of London
- Promote the Foundation's work with employers – to both employers and to young British Muslims seeking to develop their careers. This will include collaborative posting with other organisations.
- Promote the Aziz universities Preferred Partners scheme and liaise with existing Partners' communications teams

### **Events communication**

- Lead on annual Ramadan Lights London communications including engaging with and managing any external communications support
- Work with wider Foundation team to support communications for events
- Develop and lead on ideas for other events to promote the charitable objects of the Foundation

### **Other**

- Any other duties that may be required to meet wider business need

## Person Specification

When completing the cover letter in the process of applying for the role, ensure that you address explicitly how you meet each of the “essential” criteria in the person specification and where relevant how you meet the “desirable” criteria.

### 1. Experience

Essential	Desirable
Three years’ professional experience in a communications and/or public relations role	A good understanding of civil society organisations- especially Muslim-led ones
Experience of engaging with mainstream media and/or political parties	Experience editing and maintaining websites with knowledge of Content Management Systems such as WordPress and understanding of social media management tools
Demonstrable experience of establishing and/or improving a social media presence	Experience in PR and in risk mitigation
	Experience of Events Management/ organising events

### 2. Skills & Abilities

Essential	Desirable
Ability to use LinkedIn, Instagram, X, TikTok etc. and associated social media tools as well as standard MS Office packages	Knowledge of video and image editing software/apps for purposes of content creation
Excellent written and verbal communication skills	
Solutions focused – the ability to find ways to make things work rather than to find problems	
An understanding of the challenges facing British Muslim communities	

# Advice when applying for roles at The Aziz Foundation

We want to support you in making a strong application to The Aziz Foundation. Below is some helpful advice about our application process.

**To apply for the role, you will need to upload a CV and a supporting statement to the Charity Job portal explaining why you want the role and how you meet the person specification.**

## Uploading your CV

Please upload your CV in Microsoft Word or PDF format.

In your CV it's important to be clear on what you **personally** did/achieved. References to being “**part of a team** that did X, Y and Z” doesn't tell a recruiter what your personal contribution was to any achievement.

Include your CV for correspondence and phone number on your CV.

## Your supporting statement

This is your opportunity to build on your CV and to **clearly demonstrate how you meet the requirements for the position you are applying for**. It is important that you refer to the requirements listed within the person specification.

Please include:

1. A brief explanation of why you want to work for us. It won't be scored, but it offers a helpful introduction to you and your motivations for applying. It's a chance to share what draws you to The Aziz Foundation.
2. We score applications against criteria, listed under the 'Essential' and 'Desirable' criteria headings in the person specification. Provide examples from your experience demonstrating how your previous roles give you the skills and expertise to fit the criteria. We may also refer to your work history section where you have detailed responsibilities of previous positions. However, we will mainly rely on your supporting statement for evidence of your fit to the person specification. **If you ignore the person specification and write a very generic application you will not be shortlisted.**

**Top tip (not a requirement but advice...):** Structure your supporting statement into clear paragraphs, each one directly aligned with a specific criteria from the job advert. This structure helps ensure your experience is easy to follow and fully addresses what the panel is looking for.

We ask that all applications are completed online, however if you require reasonable adjustments that prevent you completing an application, please contact us to explain what adjustment you require at [enquiries@azizfoundation.org.uk](mailto:enquiries@azizfoundation.org.uk).

Each vacancy will include specific timelines. Please note that applications submitted after the closing date cannot be considered.

## A Note on Using AI Tools in Your Application

We understand that writing an application can feel daunting, and it's completely okay to seek support. AI tools like ChatGPT, Gemini, Copilot and Claude can be helpful for organising your thoughts, refining your wording, and checking grammar especially if written communication isn't your strongest area.

AI can provide a useful starting point but it's important that your job application reflects you, your voice, your experiences, and your motivations. We are looking to understand who you are as an individual and all your experience with examples related to your working history.

### **Following your application**

We will always provide an update on your application following shortlisting. Keep an eye on your inbox, portal and junk mail as we sometimes do find our emails find their way in there. We do not have the capacity to give detailed feedback on those who are unsuccessful at application stage.

### **Interviews**

If you're selected for interview, you may be asked to prepare a presentation or to complete a task on the day. You will be informed of this in advance of the interview.

Interviews are almost always in person at our offices in the West End of London.

We're looking for authenticity in your responses at interview, so while preparation is encouraged, we ask that you avoid scripted answers. Our interviewers will likely ask follow-up questions to explore your examples in more depth and understand your genuine approach and thinking.

Whilst at present the plan for this role is to have a single interview stage, we reserve the right to invite you for a second interview. You may also be asked to speak to one or more members of the board of trustees.

### **References**

We will ask for two referees if we provisionally offer you the role. Any job offer will not be finalised until we have completed reference checks and any other pre-recruitment checks.

Should you have any questions: [enquiries@azizfoundation.org.uk](mailto:enquiries@azizfoundation.org.uk)

**Good luck!**