Safeena
Muslim Cancer Support Network

In Partnership with
MACMILLAN CANCER SUPPORT

Fundraising and Marketing Manager

This post is funded through external grant funding and is subject to the continuation of that funding.

Salary
£36,000
Per Annum

Contract
24 months
Fixed-term contract.
Full Time, 37.5 Hours per week

Location
Home-based in the UK
Regular travel nationally (travel expenses will be reimbursed)

Reports to
Head of Transformation

- Flexible working arrangements available.
- Regular working on evenings and weekends

"Support the future of the **UK's first Muslim Cancer Support Network.**"

Section 1
About Safeena

Safeena is the UK's first Muslim Cancer Support Network, dedicated to ensuring that no one facing cancer feels alone.

We provide:

- Faith-informed emotional and spiritual support
- Peer befriending and family support
- Bereavement Support
- Cancer literacy and early detection awareness
- Help navigating NHS and community services
- Culturally and faith sensitive volunteer support
- Education and awareness in mosques and communities

Our work is rooted in **compassion**, dignity, sincerity, service (khidma) and the belief that every individual deserves culturally and faith centred care at their most vulnerable moment(s) .

Over 3.9 million Muslims live in the UK, and cancer outcomes for many remain deeply unequal. Safeena exists to change that.

Section 2

Why This Role Matters

Safeena is undergoing a major two year transformation to build a professionally governed, data driven national organisation. A core part of this transformation is building a sustainable funding model that reduces reliance on single-source grants and strengthens long-term resilience.

The Fundraising & Marketing Manager will lead Safeena's income generation, digital presence and public engagement strategy. This role is central to:

- **Delivering Safeena's 2025–2030 Strategy**
- **Supporting Macmillan's equity, community-led support and sustainability priorities**
- **Building a diversified funding pipeline**
- **Strengthening Safeena's national visibility and credibility**
- **Ensuring long-term financial sustainability beyond the grant period**

This role will shape Safeena's future by developing campaigns, partnerships and donor relationships that enable us to scale our impact nationally.

Section 3
Our Values

Sincerity (Ikhlas)

- We serve with authenticity, compassion and integrity.

Accountability

- We commit to transparency, good governance and responsible leadership.

Faith-Informed Support

- We provide culturally and spiritually sensitive guidance for those who need it most.

Service (Khidma)

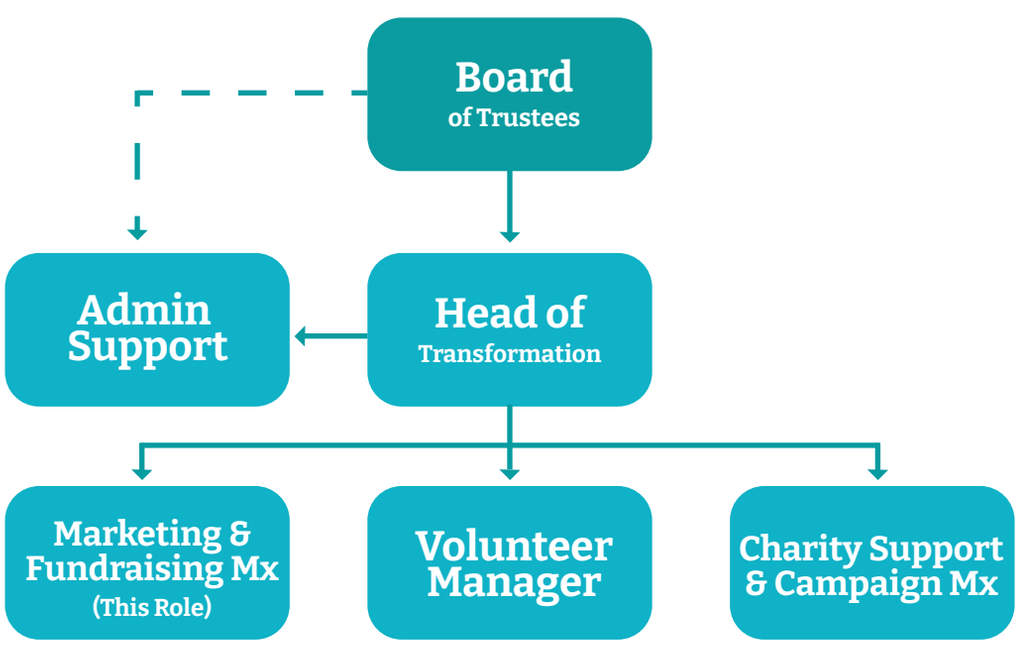
- We honour the trust placed in us by serving with humility and care.

Benefit to Humanity

- We act for the wellbeing of individuals, families and communities.

Section 4

Organisational Structure



Section 5

Role Summary

The Fundraising & Marketing Manager leads Safeena's national fundraising, digital engagement and public communications strategy. The role is responsible for developing sustainable income streams, delivering high-impact campaigns, strengthening brand visibility and supporting organisational growth.

You will work closely with the Head of Transformation and senior team to embed professional fundraising systems, diversify income, build donor relationships and deliver culturally and faith sensitive marketing aligned with Safeena's mission and values.

This role is central to delivering Safeena's transformation, including:

- Income generation and donor stewardship & engagement
- Digital campaigns and multilingual outreach
- Fundraising strategy development
- Community engagement and partnership building
- Marketing aligned with Safeena's three strategic pillars
- Supporting quarterly dashboards, reporting and evaluation

"The role will give the post holder the opportunity to work closely with the Executive Team whilst working autonomously to deliver lasting change"

Section 6

Key Responsibilities

Fundraising Strategy & Income Generation

- Develop and deliver Safeena's national fundraising strategy
- Build diversified income streams including grants, corporate partnerships, community fundraising and individual giving
- Lead bid-writing and grant applications, including Macmillan reporting requirements

- Manage donor stewardship, ensuring consistent communication and relationship building
- Identify new funding opportunities aligned with Safeena's strategic pillars
- Support the development of a long-term sustainability plan (2026–2029)

Campaigns, Marketing & Digital Engagement

- Lead Safeena's digital presence across social media, website and community platforms
- Deliver multilingual campaigns (e.g., Ramadan, Cancer Awareness Months)
- Produce culturally and faith sensitive content aligned with faith-informed support
- Strengthen Safeena's national visibility through storytelling, case studies and volunteer stories
- Coordinate marketing assets including banners, digital materials and outreach resources
- Ensure all communications reflect Safeena's values and brand identity

Community Engagement & Partnerships

- Build relationships with mosques, Islamic organisations, universities and community groups directly and via our volunteers
- Represent Safeena at events, workshops and community forums
- Develop partnerships that support fundraising, awareness and organisational growth

Governance, Reporting & Data

- Maintain accurate records of fundraising activity, donor data and campaign metrics
- Contribute to quarterly dashboards (reach, equity, engagement)

- Support external evaluation and learning brief
- Ensure compliance with GDPR, safeguarding and charity regulations
- Work closely with Admin Support to maintain CRM data quality

Collaboration & Organisational Development

- Work closely with the Transformation Manager on governance and sustainability
- Collaborate with the Volunteer Manager and Charity Support & Campaign Manager on campaigns and pathways
- Contribute to Safeena's long-term scale-up plan
- Support organisational transformation into a professionally governed charity

This job description is intended as a guide to the main duties and responsibilities and is not exhaustive. The postholder may be required to undertake other duties consistent with the grade and nature of the role.

This role is home based but will be require travel nationally and will need to cover some evening & weekend working.

Section 7

Person Specification

Qualifications / Knowledge

Essential

- Experience in fundraising, marketing or income generation within charity or community settings
- Experience with grant and bid writing
- Strong understanding of Muslim communities, mosques and cultural dynamics although this role is open to everyone

- Experience developing and delivering campaigns including digital marketing, analytics or content creation
- Excellent communication, digital and interpersonal skills
- Ability to build trust with donors, partners and community stakeholders
- Strong organisational skills and ability to manage multiple priorities
- Compassionate, faith-sensitive and culturally competent approach
- Knowledge of GDPR, data protection and charity fundraising standards
- Ability to work autonomously within a fast-paced transformation programme
- Appointment is subject to satisfactory clearance of an Enhanced DBS including the Barred List and evidence of the right to work in the UK.

Desirable

- Experience in cancer support, health inequalities or bereavement services
- Experience with corporate partnerships
- Experience working with Macmillan or NHS partners

Section 8

Key Deliverables (Year 1)

- Develop and implement Safeena's fundraising strategy
- Deliver multilingual digital campaigns reaching 150,000+ people
- Secure new grant income and diversify funding sources
- Build donor stewardship processes and CRM integration
- Produce quarterly dashboards and contribute to external evaluation
- Strengthen Safeena's visibility, brand and community engagement
- Contribute to a three-year funding proposal (2026–2029)

Section 9

To apply

Please Submit

- Your CV (3 pages max)
- A supporting statement (max 2 pages) explaining:
  - Why you are motivated to join Safeena
  - Your experience in fundraising and marketing
  - Your understanding of culturally competent and faith-sensitive support
  - How you meet the essential criteria

Applications should be sent to Jobs@safeena.org.uk

Shortlisted candidates will be invited to an interview.

Section 10

Equality, Diversity, Inclusion

Safeena is committed to creating an inclusive workplace where everyone is treated with dignity, respect and fairness. We welcome applications from all suitably qualified candidates, regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

We particularly encourage applications from individuals and communities that are currently underrepresented in our organisation and the wider voluntary sector, including:

- People from ethnically diverse and racially minoritised backgrounds
- Muslim communities
- Individuals with lived experience of cancer or caring responsibilities
- People with experience of faith-based community engagement and community development

- Candidates who can bring diverse perspectives and contribute to our commitment to tackling inequality and improving inclusion

Recruitment decisions will be made on merit, based on skills, experience and potential, in line with our commitment to equal opportunities.

Section 11

Closing Date

Closing date for applications:

Friday 16th October 2026