



**Islamic Relief Worldwide
Islamic Relief UK (IRUK)**

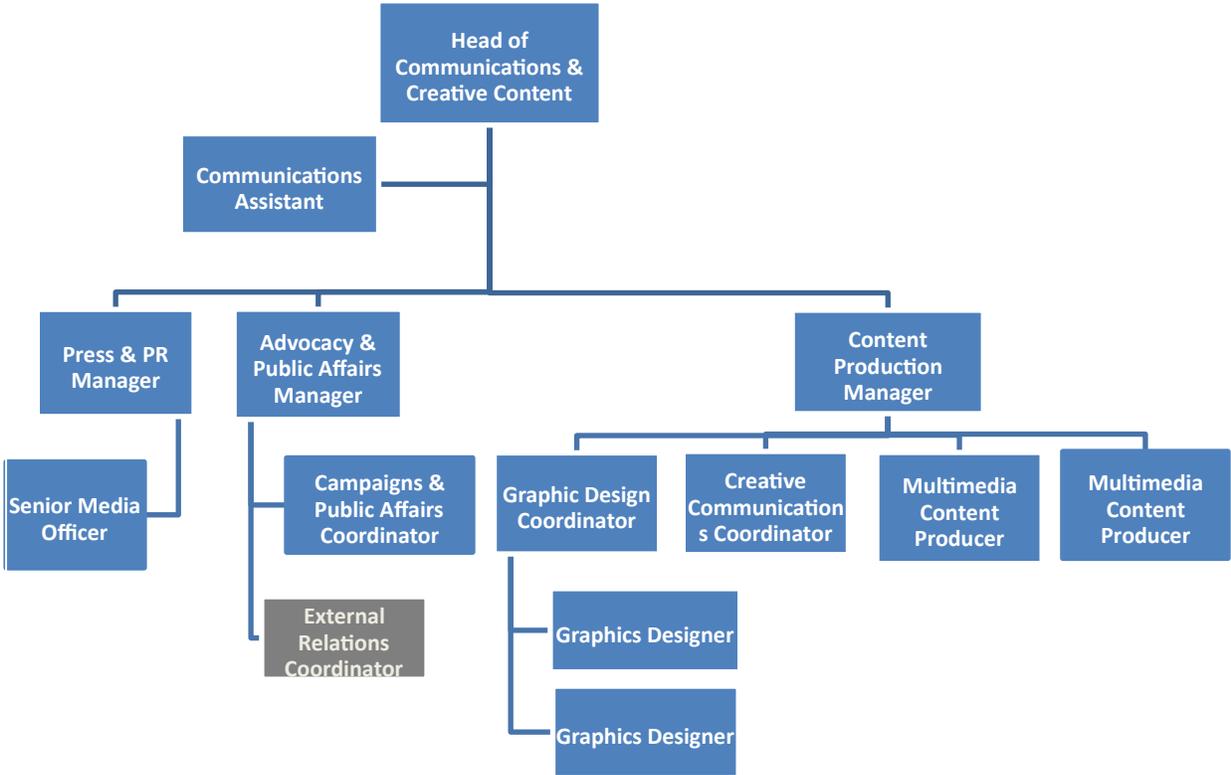
External Relations Co-ordinator

BASE LOCATION:	London, UK
REPORTING TO:	Advocacy and Public Affairs Manager
LINE MANAGEMENT RESPONSIBILITIES:	N/A
ISLAMIC RELIEF:	<p><i>Islamic Relief is an international relief and development agency striving to alleviate poverty and suffering around the world regardless of colour, race or religion. Established in 1984 in response to the widespread famine in East Africa, Islamic Relief has grown to be a key, well known and respected aid agency in disaster relief and the ongoing development of people in over 30 countries. It specialises in education and training, health and nutrition, water and sanitation, income generation, orphan support, emergency relief and disaster preparedness. Islamic Relief is a member of the Disasters Emergency Committee (DEC) and is an implementing partner for FCDO, ECHO, the World Food Programme and UNHCR.</i></p>
PURPOSE OF DIVISION (IRUK):	<p>Islamic Relief UK (IRUK) is a Strategic Business Unit (SBU) that is part of Islamic Relief Worldwide. IRUK's focus is strengthening effective funding, mobilising for change through advocacy and awarenessraising, and strengthening programme development and delivery. IRUK works with various partners and institutions, from governments, non-governmental organisations and local authorities to grassroots communities.</p>
PURPOSE OF DEPARTMENT (Communications):	<p>The role of the Communications & Creative Content Department is to provide strategic and operational leadership to Islamic Relief UK in the areas of media, advocacy, internal comms and creative content. There is a focus on all internal and external communications and reputation management. The Department also works in partnership with other Islamic Relief departments to provide creative content and communications expertise ensuring that high quality information, material and resources are delivered and sustained to support and promote our work on fundraising, advocacy, and programmes.</p>
JOB PURPOSE:	<p>The External Relations Coordinator is responsible for:</p> <ul style="list-style-type: none">• Supporting the development and delivery of the external relations strategy, working closely with advocacy and media colleagues as well as Islamic Relief Worldwide.• Leading the implementation of key external relations activities, including the establishment of an IRUK Advisory Committee.• Supporting and coordinating the implementation and on-going development of Islamic Relief's stakeholder management work.• Supporting and coordinating a programme of external relations activities to build the organisation's external profile, including events, conferences and sponsorships.• Representing IR at high-profile engagements, conferences and events.• Helping to organise and support public engagements on behalf of IR• Providing support on reactive reputational issues and crisis communications

ORGANISATION CHART



Department Structure



KEY WORKING RELATIONSHIPS

- Regular liaison with the UK Director and Head of Communications on matters relating to public affairs, external events and VIP engagement
- Close collaboration with Marketing and Media Relations Managers to ensure a coordinated, consistent and effective approach to all communications activities
- Supporting and advising the Heads of Fundraising on External Relations matters
- Extensive external engagement with key stakeholders, including government representatives, NGOs, faith leaders, and policy think tanks
- Actively engaging with the grassroots community and regional and national community and corporate leaders to deliver effective campaigns and form productive partnerships
- Liaison with key external bodies i.e. local authorities, government departments and NGOs as appropriate for building relations and collaborative work.
- Regular communication and coordination with the lead contacts for policy research and advocacy at Islamic Relief Worldwide, in order to develop advocacy in a coordinated way and benefit from and contribute to campaigning activities throughout the IRW family.

SCOPE AND AUTHORITY

Scope of the Role:

Reporting to the Advocacy and Public Affairs Manager, the External Relations coordinator is responsible for developing and delivering external relations activities to protect and enhance Islamic Relief's profile and reputation. This will include the implementation of the external relations strategy, engaging external stakeholders, forming and maintaining relationships in politics and wider society. This will include proactive and reactive activities to promote IR's work and communications/advocacy messages, build and influence external stakeholder relationships, and support on the management of reputational issues and crises.

Responsibility for Resources:

The post holder is responsible with his/her team for developing Islamic Relief UK's external relations, public affairs, campaigns and for managing the budgets attached to these areas. S/he will also have responsibility for the unit's databases, resources and equipment.

KEY ACCOUNTABILITIES

The post holder is accountable for fulfilling his or her roles and responsibilities in line with Islamic Relief's five Islamic values: sincerity, excellence, social justice, compassion and custodianship; demonstrating principles of fairness, humanity, honesty, respect and fair treatment of his/her colleagues and staff. The following are the main responsibilities that the role holder will be accountable for:

Implement an External Relations strategy in line with Communications Department's objectives and wider organisational strategy.

- Work closely with the Head of Communications and Advocacy and Public Affairs Manager to implement a comprehensive strategy for the Advocacy and Public Affairs team
- Develop and deliver Islamic Relief UK's Advisory Committee
- Respond and adapt to changing needs in the political agenda and NGO sector as well as emergencies, which may arise, redirecting work plans to the needs of the organisation and its beneficiaries.
- Ensure other departments and Communications department colleagues are well informed of public affairs and external relations activities and strategies

- Develop and implement communications plans for key external engagement activities
- Project manage IR events and attendance at events by the UK Director, the CEO and senior staff
- Provide external relations advice and support to the UK director of ERA, the CEO, the Head Communications and other senior staff

Relationship management activities

- Support the development and maintenance of existing relationships with key political figures, royalty, community leaders, VIPs, corporate supporters and external organisations
- Secure endorsements, partnerships and support for IR activities and campaigns
- Support organisation of advocacy-focused field trips and events for senior parliamentarians, public figures and high-profile people.
- Identify and exploit opportunities to enhance and strengthen Islamic Relief's organisational profile.
- Represent the organisation at external events both nationally and internationally as required.

Supporting and coordinating a programme of external relations activities to build the organisation's profile and reputation

- Support the Advocacy and Public Affairs Manager and Head of Communications to identify a programme of relevant external engagements (events, stakeholder meetings, IRW-hosted events) and proactively seek to optimise these e.g. through securing speaking/presenting opportunities, external communications/PR initiatives (in consultation with media and advocacy colleagues)
- Develop or coordinate the development of relevant content, presentations and briefings to support senior staff in these activities

Providing support on reactive reputational issues and crisis communications

- Provide support to Public Affairs and Advocacy Manager on reactive reputational issues and crisis communications as required
- Contribute to the development and implementation of crisis communications plans and relevant content and messaging as required

Other

- Travel when required – with colleagues, political figures and dignitaries – both nationally and internationally.
- Undertake any other reasonable duty that is consistent with the job and its level of responsibility as and when required by management.

PERSON SPECIFICATION

It is essential that the post holder shows a good understanding and empathy with the Islamic values and principles as well as commitment to Islamic Relief's vision, mission and values.

Personal qualities

- Is committed to integrity and IRW values, upholding and championing excellent character
- Acts with wisdom and emotional intelligence
- Resilient in a crisis and able to maintain composure under pressure
- Energetic and determined with a positive demeanour and disposition
- Confident in dealing with senior staff

- Strong believer in collaboration and team working
- A learning attitude and a continuous improvement philosophy
- Genuine passion for the humanitarian mission of IRW – and the ability to demonstrate this
- Ability to work on own initiative, under pressure, and in a way that is discreet and confidential
- Willing to travel internationally and work outside normal office hours when required

Knowledge, skills and qualifications

- Excellent interpersonal, communications and representational skills
- Educated to degree level in a relevant subject/discipline: international relations/politics and public affairs / media or / and another relevant degree
- Extensive knowledge of external/corporate communications
- A good understanding of media, social media and online channels, and their use in external relations
- Able to write engagingly and persuasively for a variety of external audiences, with a native or bilingual proficiency in English
- Able to assimilate complex information swiftly and communicate it accurately and with clarity
- Good understanding of international advocacy, government affairs and political sensitivities
- Good knowledge and understanding of the charity and international NGO/humanitarian sectors including current trends, challenges, opportunities and networks
- Strong relationship management skills: builds trust and productive relationships with others, internally and externally
- Demonstrable exercise of sound judgement and decisions when dealing with complex or unexpected issues
- IT literate, with a command of MS Office applications, in particular Word, PowerPoint, Excel and Outlook

Experience

- Substantial experience of supporting and coordinating external relations/corporate communications – including crisis management
- Sound experience of supporting external engagement through events and stakeholder meetings
- Demonstrable experience of writing content, presentations/speeches and briefings for external audiences with clarity and flair
- Experience of working in large organisations (preferably global), and comfortable with complexity.