MUSLIM SPORTS FOUNDATION

JOB DESCRIPTION

Senior Participation Manager

Responsible to	Hours of work	Rate	Location	Department
Chief Executive Officer (CEO)	Part-time, 4 days per week, days to be agreed	£150 per day	Hybrid/home-based, with regular travel across England	Participation and Engagement

HOW TO APPLY

Send your CV and a covering letter to info@muslimsportsfoundation.org.uk

DEADLINE

The closing date for applications will be 5:00pm on Friday 9th October.

ABOUT MUSLIM SPORTS FOUNDATION

Muslim Sports Foundation (MSF) is a national charity that exists to tackle the historic inequalities and barriers faced by Muslim communities in accessing and taking part in sport and physical activity. We represent the voice of the community and work in some of the most deprived areas of the country to create safe, welcoming and culturally appropriate opportunities to be active, with a particular focus on women and girls.

We work closely with Sport England, Active Partnerships, national governing bodies of sport (NGBs), local authorities and community partners, and deliver our own community programmes through our delivery arm, Ansar. Through campaigns such as Active Sunnah, we have placed mosques and madrasahs at the heart of our work, recognising them as trusted community institutions with huge potential to support physical activity, health and wellbeing.

AN INCLUSIVE WORKPLACE

We believe in embracing difference and we are committed to building an inclusive and diverse workforce. We know that our diversity creates successful teams and delivers success, meaning all applicants will be treated fairly without regard to race, religion, sex, nationality, age, physical or mental disability, sexual orientation, marital status, gender identity and expression.

This role involves working with children, young people and adults at risk and is subject to an enhanced Disclosure and Barring Service (DBS) check.

ABOUT THIS ROLE

The Senior Participation Manager plays a key role in leading MSF's community participation and engagement activity, building trusted relationships between Muslim communities and the sport and physical activity sector.

The postholder will lead our engagement with mosques, madrasahs, Islamic centres and Muslim community organisations across England, and will act as a bridge between these communities and Active Partnerships, NGBs, local authorities, leisure providers and other partners. The focus is on turning engagement into meaningful, sustained participation, not one-off events.

In addition, the postholder will build relationships with UK-based charities, trusts and foundations, and other funders, securing investment and partnership support for sport and physical activity initiatives that benefit Muslim communities. Strong relationship management and sales skills are central to this part of the role.

The postholder will report to the Chief Executive Officer and will work closely with MSF's Data and Insight function.

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JOB DESCRIPTION – KEY TASKS

Community and faith engagement
- Lead MSF's engagement with mosques, masjids, madrasahs, Islamic centres and Muslim community organisations across England.
- Build trusted relationships with Imams, mosque committees, madrasah leaders, community leaders and other key influencers.
- Apply a good working knowledge of the Islamic faith, Muslim communities and the role faith can play in encouraging physical activity, health and wellbeing.
- Support mosques and madrasahs to understand how sport and physical activity can complement their existing work with children, young people, families, women and older people.
- Identify opportunities for mosques and madrasahs to become community anchors for physical activity and wellbeing.

Sector partnerships
- Build and maintain relationships with Active Partnerships across England, helping them understand and engage effectively with Muslim communities.
- Act as a bridge between Active Partnerships, NGBs, community organisations, mosques and madrasahs, helping translate national and local opportunities into meaningful community participation.
- Develop relationships with NGBs, local authorities, leisure providers, community sports organisations and other MSF partners where these can create participation opportunities.
- Attend and represent MSF at events, conferences, roadshows, community events and partner meetings across the country.
- Support MSF's partner affiliate programme and engage with partners where necessary.

Participation planning and delivery
- Support the development and delivery of community roadshows, engagement events, festivals, taster sessions and activation opportunities.
- Identify communities and places where Muslim participation in sport and physical activity is lower, working with MSF's Data and Insight function to ensure engagement is evidence-led and place-based.
- Listen to communities and identify barriers to participation, including cost, accessibility, confidence, cultural considerations, faith considerations, facilities, safety, transport, timing and availability of appropriate provision.
- Ensure that women and girls, children and young people, families and underserved communities are considered within participation planning.
- Develop simple participation plans for priority places, showing who MSF needs to engage, community need, potential partners, opportunities and intended outcomes.
- Develop pathways that move people from initial engagement and taster opportunities into sustained participation.

Volunteers, workforce and community leadership
- Identify and support potential community champions, volunteers, coaches and leaders who can help create sustainable local activity.
- Work with partners to identify appropriate training, qualifications and capacity-building opportunities for community organisations and local leaders.

JOB DESCRIPTION – KEY TASKS (CONTINUED)

Insight, reporting and impact

- Maintain a clear stakeholder and engagement database, recording relationships, opportunities, actions and progress.
- Capture community feedback, case studies and learning, and work with the Data and Insight function to demonstrate reach, participation, progression and impact.
- Provide regular reports to the CEO covering engagement activity, participation opportunities, partnerships developed, funding secured, risks, challenges and outcomes.

Safeguarding

- Ensure all engagement and activity is delivered in line with MSF's safeguarding policies and procedures.
- Support community partners, including mosques and madrasahs, to understand safeguarding requirements when delivering sport and physical activity.
- Report and escalate safeguarding concerns promptly to MSF's Designated Safeguarding Lead.

KEY RELATIONSHIPS

- Chief Executive Officer
- MSF Board of Trustees
- Data and Insight function
- Imams, mosque committees and madrasah leaders
- Muslim community organisations and community leaders
- Active Partnerships
- Sport England
- National governing bodies of sport
- Local authorities and leisure providers
- UK charities, trusts, foundations and other funders
- Community champions, volunteers and coaches

SUCCESS MEASURES

- Number and quality of active relationships with mosques, madrasahs and Muslim community organisations.
- Number of Active Partnerships and other sector partners actively engaged with MSF.
- Participation plans in place for priority places.
- Numbers taking part in MSF-supported activity, including women and girls, and evidence of sustained participation.
- Number of individuals progressing into volunteer, leader, coach or community activator roles.
- Value and number of funding partnerships secured or in the pipeline.
- Funder and partner satisfaction and retention.
- Accuracy and completeness of the stakeholder and engagement database.
- Quality and timeliness of reports to the CEO.
- Case studies and evidence of impact captured and shared.

JOB DESCRIPTION – PERSON SPECIFICATION

Essential skills, knowledge and experience
Significant experience of community engagement, participation or development work, ideally within sport, physical activity, health or the voluntary and community sector.
A good working knowledge and understanding of the Islamic faith, Muslim communities and the role of mosques and madrasahs in community life.
Proven experience of building trusted relationships with faith and community leaders and influencers.
Proven relationship management experience, with a track record of developing and maintaining partnerships across different organisations and sectors.
Strong sales, influencing and negotiation skills, with experience of securing buy-in, investment or commitment from partners or funders.
Confidence presenting and pitching to a range of audiences, from community groups to senior leaders and funders.
Understanding of barriers to participation and how to design inclusive, culturally appropriate opportunities, particularly for women and girls.
Experience of planning and delivering community events and activities.
Ability to use data and insight to inform place-based planning.
Excellent written and verbal communication skills, including report writing.
Ability to work independently, manage own workload and prioritise across multiple projects and locations.
Good IT skills, including Microsoft Office and use of a CRM or stakeholder database.
Understanding of safeguarding good practice when working with children, young people and adults at risk.
Willingness and ability to travel regularly across England, including some evening and weekend work.
Willingness to undertake an enhanced DBS check.
Professional, credible and approachable.
Culturally aware and respectful.
Self-motivated and target-driven.
Resilient and adaptable.

JOB DESCRIPTION – PERSON SPECIFICATION (CONTINUED)

Desirable skills, knowledge and experience
Experience of working with or within Active Partnerships, NGBs, Sport England or local authority sport and leisure services.
Knowledge of Sport England's Uniting the Movement strategy and the wider sport and physical activity landscape.
Experience of trusts and foundations fundraising, grant applications or business development in the charity sector.
Knowledge of the Code of Fundraising Practice.
Experience of developing volunteer, coach or community leader pathways.
Experience of place-based or systems-based working.
A relevant coaching, leadership or community activation qualification.
Ability to speak one or more community languages, such as Urdu, Punjabi, Bengali, Arabic, Somali or Gujarati.
Experience of project or budget management.
An existing network across Muslim communities, the sport sector or the charity funding sector.