



WEST LONDON ISLAMIC CENTRE

JOB DESCRIPTION FOR ROLE OF CHIEF EXECUTIVE OFFICER

www.wlic.co.uk

JOB TITLE:	Chief Executive Officer
JOB TYPE:	Full time
SALA RY:	£55,000
RESPONSIBLE TO:	Executive Committee

JOB PURPOSE:

The West London Islamic Centre (WLIC) based in Ealing is undergoing a £7.5 million redevelopment, on completion scheduled for 2019/20 it will comprise a 53,000 sqft multi-service facility. The Chief Executive Officer is responsible for all aspects of the WLIC's work, including strategy, operations, planning, communications, external relationships, accounting and audit, budgetary oversight and controls, income generation and reporting.

LEADERSHIP AND STRATEGIC MANAGEMENT

The Chief Executive Officer will provide strong, effective and inspiring leadership to the organisation and the senior management team in the delivery of its strategic objectives.

The Chief Executive Officer will:

- Work with the Executive Committee to develop and enhance WLIC's Vision, Mission, Values and Strategic Objectives.
- Work together with the Executive Committee to devise and implement a robust Organisational Governance Plan for WLIC.
- Lead the development, implementation, monitoring and evaluation of the WLIC's strategic plan, goals, objectives, policies and financial plans.
- Take overall responsibility for organisational performance management in all areas of the WLIC's activities, managing staff and taking appropriate action as required.
- Ensure that WLIC has the appropriate management systems, policies, procedures, processes, structures and culture to carry out its work effectively, efficiently and safely, including taking appropriate steps in managing risks and establishing adequate operational planning and financial management control. This includes Quality Management System and a Procedures Manual.
- Ensure compliance with all relevant legislation, including employment law, charity law, company law and health & safety legislation, including the regular review of all policies and procedures.

- Inspire and motivate staff and volunteers to ensure they are focussed on achieving WLIC's vision, mission and strategic priorities.
- Ensure development and implementation of a recruitment and human resources strategy including recruitment, supervision, appraisal and development.
- Establish and nurture a positive, accountable and high-performance culture amongst staff at all levels.
- Develop the WLIC into a learning organisation that is constantly seeking to improve its performance, standards and service delivery.
- Develop and maintain a professional and harmonious working environment that attracts and retains high calibre staff and volunteers.
- Oversee the management of new capital developments and any redevelopment or refurbishment of existing WLIC premises.

DEVELOPMENT, FUNDRAISING AND PROMOTION

The Chief Executive Officer will work with the WLIC Fundraising Manager to develop and manage a comprehensive and innovative fundraising strategy for WLIC and ensure income generation targets are met.

The Chief Executive Officer will:

- Identify and assist the WLIC fundraising team to secure funding at local, national and international levels by accessing a wide range of funding sources across community, digital, corporate, trusts and individual donor categories.
- Build and maintain relationships with institutional, trust, corporate and individual supporters, funders and donors.
- Represent WLIC externally and engage with external stakeholders at senior level both nationally and internationally.
- Oversee the development and implementation of the WLIC's media & communications strategy. Working with the WLIC Media & Comms Manager.
- Protect and enhance the reputation, profile and impact of the organisation, ensuring appropriate and strategic use of media, including interviews, to raise and protect the WLIC's reputation, profile and brand.
- Ensure marketing materials and other communications accurately and persuasively present the vision, mission, values and objectives of the WLIC.
- Oversee the WLIC's social media strategy, website development, production of newsletters and other communications including press releases. Working with the WLIC Media & Comms Manager.
- Deal with any crisis (reputational or otherwise) in a proactive, appropriate and timely manner.
- Initiate, develop and foster effective working relationships/partnerships with key stakeholders including local authorities, community networks & government bodies.

FINANCIAL MANAGEMENT AND RISKS

The Chief Executive Officer is responsible to the Executive Committee for the overall financial health of the WLIC by establishing and monitoring financial budgets, providing regular management accounts and an annual report.

The Chief Executive Officer will:

- Ensure the WLIC has an effective risk management framework and strategy, including the identification, assessment, mitigation, recording and regular review of risks.
- Bring to the attention of the Executive Committee any major risks that have been identified.
- Ensure appropriate financial controls are in place in the WLIC and reinforce accountability at all levels where funding and delegated authority are involved.
- Procure competitive bids for services and goods with appropriate financial agreements, whilst ensuring transparency within the limits of the post-holder's authorisation.

RELIGIOUS, EDUCATION & COMMUNITY SERVICES

At the core of the WLIC are the religious and educational services and activities it provides.

The Chief Executive Officer will:

- Ensure appropriate, high quality religious services, including Imams services, are provided that reflect the values of the WLIC and conform to all regulatory standards.
- Ensure mechanisms and personnel are in place for the eloquent and effective delivery of the comprehensive and balanced message of Islam to internal and external audiences.
- Ensure the WLIC's Islam awareness, heritage and education services are well planned and delivered to meet the growing demand for information, education and training on Islam and Muslims.
- Oversee the effective planning, structure, recruitment and delivery of outreach programs, supplementary schooling, Islamic courses and adult learning.
- Manage all facets of the WLIC new services program including but not restricted to the new Library/Study Centre, Café/bookshop, Visitor Centre, Community Clinic, Banqueting Facility, Fitness Centre and Funeral Service.

WORKING WITH THE EXECUTIVE COMMITTEE

The Chief Executive Officer advises the Executive Committee and ensures its decisions and duties are carried out.

The Chief Executive Officer will:

- Prepare a strategic plan, an annual operational plan and a budget for approval by the Executive Committee.
- Ensure the Executive Committee can adequately, monitor annual plans, targets and performance by providing regular strategic, operational and financial reports.
- Ensure trustees are aware of their constitutional, statutory, legal, regulatory and accounting responsibilities, including current WLIC policies and procedures, arranging training when appropriate.
- Provide the Executive Committee with all necessary advice, guidance and information on matters relating to current performance of the organisation, regulatory and legal compliance, and other appropriate matters, making sure it is timely, factual, balanced and relevant.
- Give regular advice to the Executive Committee about developments and trends in the third sector, Muslim charity sector and Muslim community in general.
- Establish an annual calendar for board and committee meetings, including training, planning and development.
- Advise the Executive Committee on developing its capabilities.

GENERAL

The West London Islamic Centre is an organisation that seeks to set the highest standards and thrives through the 'added value' brought by employees and volunteers.

The Chief Executive Officer will:

- Maintain and develop organisational culture, values and reputation with all staff, associates and external stakeholders
- Work flexibly and undertake any other duties agreed between you and the Executive Committee.
- Support projects of the WLIC and participate in multi-disciplinary cross-organisational groups, project teams and outreach programming.
- Arrange and attend SMT, staff and committee meetings when required.

Normal working hours will be agreed with the Executive Committee; however, flexibility will be required to meet the requirements of the role.

**WEST LONDON ISLAMIC CENTRE****PERSON SPECIFICATION FOR THE ROLE OF CHIEF EXECUTIVE OFFICER**

Candidates will be required to demonstrate evidence of all the essential criteria in the application form and interview. **E** - Essential **D** - Desirable

1. Skills and Experience		Essential or Desirable
1.1	At least 3 years' experience in a senior role (ideally as Chief Executive Officer or Managing Director) in an educational, private sector or entrepreneurial setting	E
1.2	Experience of successfully planning, managing and communicating organisational change	E
1.3	Significant experience and track record in developing and successfully delivering business plans and strategies.	E
1.4	Experience of successfully developing and managing fundraising initiatives across various funding sources.	E
1.5	Experience of working closely with an Executive Committee, advising and guiding robust decision-making.	D
1.6	Experience of effectively representing an organisation at a senior level with key stakeholders including Government, high profile funders and policy makers.	D
1.7	Experience of developing and delivering religious, social welfare and educational services and projects to Muslim communities	E
1.8	Proven negotiation skills, with the ability to liaise and consult effectively with a range of individuals and agencies, including coordination of diverse interests.	E
1.9	Experience of effective personnel management, management of staff, and promotion of employee wellbeing so they are effective and motivated.	E
1.10	Excellent organisational skills, including time management.	E
1.11	Excellent problem-solving skills	E
1.12	Excellent command of English, both written and verbal.	E
1.13	Proven ability to provide effective reports, presentations, etc.	E
1.14	Experience in overseeing the development of policies and similar documents.	E
1.15	Proficient in the use MS Office applications.	E
1.16	Experience of liaising with statutory agencies, e.g. Charity Commission.	D
1.17	Experience of working with a wide range of groups in society, including interfaith work.	D
1.18	Successful experience of implementing a performance management system.	D

2. Knowledge and Understanding		
2.1	Sound knowledge and understanding of the Islamic faith.	E
2.2	Knowledge of the history, current trends, issues and challenges facing Muslims in Britain generally and particularly in London.	E
2.3	Knowledge of relevant business/charity law and the governance of charitable organisations.	E
2.4	Knowledge and understanding of current government and public policy/legislation that affect charities and the Muslim community.	E
2.5	Awareness of funding sources available to charities, schools and mosques.	E
2.6	Awareness and understanding of changes in the external environment that affect the WLIC.	E
2.7	Knowledge of other faiths, interfaith work, and Muslim minorities in Britain.	D
3. Personal Qualities		
3.1	Strong leadership style, leading by example.	E
3.2	A team builder, able to delegate intelligently, and empower others to maximise their strengths.	E
3.3	Strong on performance management and able to set and monitor boundaries decisively.	E
3.4	Self-motivated, reliable and able to work on own initiative.	E
3.5	Able to work under pressure to meet deadlines and manage conflicting demands.	E
3.6	Able to maintain and develop good working relationships with other bodies and organisations.	E
4. Equality and Diversity		
4.1	Commitment to equality and diversity.	D
5. Education and Training		
5.1	Qualified to degree level or equivalent.	E
5.2	Relevant post-graduate qualification.	D
5.3	Finance/accounting qualification.	D
6. Other		
6.1	Committed to WLIC's mission, vision and values.	E
6.2	Committed to the faith and practice of Islam.	E
6.3	Must be a permanent resident in the UK without restriction on employment.	E
6.4	Able to work flexibly, including evenings, weekends and public holidays.	D



WEST LONDON ISLAMIC CENTRE

CANDIDATE INFORMATION FOR THE ROLE OF CHIEF EXECUTIVE OFFICER

The Chief Executive Officer is a new role for the West London Islamic Centre (WLIC), created with the aim of raising standards as we continue to develop and improve. As one of the latest and largest mosques and Islamic centres in London, currently still expanding, it is vital we have strong leadership to take us forward.

Your commitment to our mission and vision should drive an ethos of excellence in serving our congregation and wider society, so that the WLIC is a model for Muslim community and the charity sector.

You will represent the WLIC, ensuring that its view and those of the community it serves are put forward, and protecting its reputation.

You will lead on all aspects of our work, including strategy, planning, operations, external relationships, communications, accounting and audit, budgetary oversight and controls, income generation, and reporting internally and externally.

You will ensure that the WLIC Executive Committee are provided with the appropriate advice and information required to undertake their role.

Above all, you will strive to all this in a manner pleasing to Allah (SWT), in accordance with Book of Allah (SWT) and the Sunnah of the Prophet (PBUH)

Key priorities

- Drive forward the WLIC's mission, vision and values
- Strengthen the WLIC's reputation
- Provide strong leadership
- Ensure the WLIC is well-run and fully compliant with Islamic and British values

To apply, please email your CV and cover letter (written specifically with the job you are applying for in mind). You must include details of two referees in your cover letter for independent references we may require. Please email sabah.gilani@bcbn.org.uk and info@wliconline.org

THIS JOB DESCRIPTION IS SUBJECT TO ANNUAL REVIEW AND ALTERATIONS MAY BE NEGOTIATED TO REFLECT THE CHANGING NEEDS OF THE ORGANISATION.



ABOUT THE WEST LONDON ISLAMIC CENTRE (WLIC)

BUILDING A MODERN & VISIONARY MASJID SERVING ALL OF LONDON

The West London Islamic Centre (WLIC) has served the Muslim community of West London for over 30 years. The history of WLIC dates back to the early 1980s, the first Masjid in the locality was established in 1986. Based at 119 & 121 Oaklands Road, this facility comprised two shops converted to create a place of worship able to accommodate both men and women.

Having outgrown the premises an opportunity arose to purchase a large delivery warehouse on Brownlow Road in West Ealing. The WLIC offer, in the face of strong competition from commercial purchasers, was accepted and on the 3rd of September 1996, the current West London Islamic Centre, on Brownlow Road was opened. The original buildings at Oaklands Road, were converted into four residential apartments and have been a valuable source of income for the Masjid for many years, whilst also having undergone considerable capital appreciation, they were recently sold for £1.2 million to finance the new redevelopment project.

The Masjid has an admirable reputation, having achieved prominence for its welcoming, considerate and organised culture, as evident amongst the exceptionally diverse congregation and staff. In addition to the daily prayers, the old Centre provided a wide range of services and activities:

With over 60,000 Muslims now residing in Ealing and nearly 1 million in the capital, the WLIC Board was acutely aware that the building was limiting their goals and aspirations, despite their best efforts. The old building at circa 15,000 sq.ft was too small, dated and expensive to heat and maintain. Refurbishment or extension was not a viable option.

A plan was conceived to build a purpose-built Mosque, focused on the delivery of vital services benefiting the Muslim community and beyond, with particular emphasis on youth, community welfare and education. A beacon centre and revenue generating model which would allow the facility to be not just sustainable but profit generating, those profits being invested into the development and progression of the Muslim and wider community. The demolition of the old site took place in August 2017 and the new building was reoccupied in May 2018 with completion due in 2019/20.

WLIC OBJECTIVES, VISION & VALUES

- To present and exemplify the Islamic way of life as defined and prescribed by Allah (swt) in the Qur'an, the Sunnah or example of the final Prophet Muhammad (pbuh) and as practiced by his Companions (ra), helping to foster and advance a morally upstanding, modest, united, chaste, religiously God conscious and peaceful society.
- To be open and inclusive in all its undertakings for men, women and the youth, empowering and enabling Muslims to achieve their spiritual, educational, physical, socio-economic and cultural aspirations, whilst inspiring them to play a participatory role in the development of the wider community.
- To provide a range of holistic, culturally sensitive services and facilities for the communities of the Borough of Ealing and London with a view to improving quality of life and enhancing community cohesion.
- To promote and encourage mutual appreciation and friendly relations between Muslims and non-Muslims through inter-faith dialogue, outreach and collective programs.
- To work closely with like-minded local, regional and national voluntary and public sector organisations to deliver projects focused on general welfare, health awareness, youth development, community chaplaincy, improving employment and social justice.
- To strengthen the bonds of brotherhood and sisterhood amongst the Muslim community, reconcile differences and help protect and preserve its British Muslim and Islamic identity.
- To protect, maintain and develop the assets, finances and resources of the Masjid and its Waqf for the benefit of the community it serves.