



Visionary Leadership

VOLUNTEER TRAINING
PROGRAMME



PUBLIC AFFAIRS | DIGITAL COMMUNICATION

VISION 2050
Unite | Empower | Serve

Sponsored by



www.mcb.org.uk/visionary

A CALL TO PURPOSE, A CALL TO VISION.

“Let there be a group among you who call others to goodness, encourage what is good, and forbid what is evil - it is they who will be successful.”

Qur'an 3:104

There comes a moment in every generation when a people are called to rise and to carry a responsibility greater than themselves. A moment when shoulders must bear the weight of hope, duty, and renewal. That moment is now.

As British Muslims, we stand at a defining crossroads. On one side, we face the harsh realities of our time - the rise of Islamophobia, widening health inequalities, the cost-of-living crisis and the deep roots of structural racism. On the other, we see stories of triumph - entrepreneurs shaping industries, leaders guiding communities, civil servants influencing policy, athletes breaking barriers and artists redefining culture.

Between struggle and success lies our challenge and our opportunity. The tension of these two truths calls for direction, vision, and purpose.

This programme is where the journey begins: the first step in our Vision 2050. A bold, faith-inspired movement towards a future where British Muslim communities are united in purpose, empowered in voice, and integral to the fabric of British society — flourishing in faith, contributing to the common good and inspiring positive change across the nation.

PUBLIC AFFAIRS LEADERSHIP PROGRAMME

AIM: To train volunteers across the UK to specialise in Public Affairs - designing policy, media representation and political advocacy.

OBJECTIVE:

This programme is designed to equip participants with the skills, confidence, and strategic insight needed to represent and advocate effectively for the Muslim community in the public sphere. Through this journey, you will:

- Develop practical leadership and communication skills.
- Represent your community with clarity and confidence on public platforms.
- Strengthen your digital and media capabilities to amplify Muslim voices.
- Deepen your understanding of democracy, advocacy, and public affairs.
- Engage with the corridors of power to influence policy and decision-making.
- Create clear pathways into policy, politics, and media platforms.

EXPECTATIONS:

As a participant, you will take part in regular online and in-person sessions and:

- Commit at least 5 hours per week.
- Dedicate additional time during major political and advocacy events, supporting with briefing preparation.
- Represent the MCB as an ambassador for integrity and leadership.
- Attend policy launches, public events, and local and central government sessions.
- Speak confidently on media channels as a voice for your community.
- Uphold the values and ethics of a good British Muslim and the MCB Code of Conduct.
- Go beyond the call of duty - because leadership demands courage, conviction, and compassion.

**Lead the
conversation.
Light up the
horizon.**



PUBLIC AFFAIRS LEADERSHIP PROGRAMME

WHO THIS IS FOR:

This programme is for aspiring changemakers, those ready to dedicate time beyond their studies or work to develop the skills and confidence to represent their community in public life.

If you have the drive to speak up, the vision to lead, and the commitment to rise above, this is your launchpad into leadership.

WHAT'S ON OFFER:

We've built a comprehensive, faith-inspired journey to help you rise higher and reach further into the world of influence and advocacy in UK politics

LEADERSHIP RETREAT:

A transformative weekend to reflect, plan and reconnect. Explore Prophetic models of leadership, strengthen your spiritual compass, and build lasting bonds with your peers.

MENTORING:

Work alongside experienced leaders and advisors who will guide you through the policy landscape, offering insights, feedback, and opportunities to grow.

SHADOWING:

Gain first-hand experience with senior members of the MCB and other professional Muslim organisations

PLACEMENT:

Take on real-world tasks from supporting policy initiatives to attending parliamentary events and local government launches. Each experience helps shape your confidence and understanding of how influence truly works.

TRAINING:

Monthly online sessions and quarterly in-person gatherings designed to expand your knowledge, sharpen your skills, and build your leadership capacity.

PUBLIC AFFAIRS LEADERSHIP PROGRAMME

SCHEDULE

Sat 10 th January	In Person	Induction	- Understand the vision, values, and mission of MCB and how the programme aligns with their own leadership goals as advocates. - Clarify personal expectations and responsibilities as a participant. - Build meaningful connections with peers to foster collaboration throughout the programme.
Tue 3 rd February	Online	The UK Government Structures	- Understand UK Parliament's structure, legislative processes, and central government functions. - Recognise and identify ways to influence key roles and responsibilities of UK Govt Ministers and MPs. - Identify opportunities for UK advocacy and engagement on issues affecting British Muslims.
Tue 24 th March	Online	Influencing Political Power	- Learn lobbying techniques and how to influence decision-makers. - Map key stakeholders and networks of power for campaigning issues. - Practise advocacy strategies for policy and social change through campaign planning.
Fri 10 th to Sun 12 th April	In Person	Leadership Retreat	- Design campaign strategy with deliverables and actionable outcomes. - Strengthen personal leadership and team-building skills. - Receive coaching/mentoring from Public Affairs specialists to refine campaign plans.
Tue 5 th May	Online	Local Government Insider View	- Understand local authority structures, responsibilities, and decision-making processes. - Learn tactics to influence local policies and budgets. - Practise community engagement through meetings, hustings, and forums.
Sat 6 th June	In Person	Tools for Effective Campaigns	- Explore and practise campaign planning tools and frameworks for effective wins. - Learn techniques to mobilise communities and volunteers to engage in campaigns. - Develop stakeholder engagement strategies and identify target outcomes.
July	In Person	MCB National Summit	- Be part of the team that delivers the annual summit that brings together hundreds of leaders and participants. - Role will be supporting the team this can be from ushering to hosting.
Sat 5 th September	In Person	Reflection & Celebration	- Final reflective journal or presentation. - Peer/mentor feedback on contributions. - Participant satisfaction survey and future goal-setting forms.

Dates and content are subject to change

DIGITAL COMMS LEADERSHIP PROGRAMME

AIM: To develop experts in digital communications and social media to help build a new narrative for Muslim communities.

Illuminate the digital space with purpose.

OBJECTIVE:

Through advanced digital skills training, leadership development, and communication mastery, this programme empowers you to become an ethical, impactful voice in the online world. You will:

- Develop practical leadership and communication skills.
- Redefine the narrative of British Muslims in the digital age.
- Strengthen digital and media capabilities to amplify Muslim voices.
- Learn how to lead and inspire communities online with confidence and purpose.
- Create pathways for digital leadership through content, influence, and storytelling.

EXPECTATIONS:

As a participant, you will take part in regular online and in-person sessions and:

- Dedicate at least 5 hours a week to the programme.
- Offer additional time during events and digital campaigns when needed.
- Represent the MCB with professionalism and authenticity across all digital platforms.
- Uphold the values, ethics, and digital conduct befitting a responsible Muslim leader.
- Use your creativity and initiative to go beyond the call of duty — pushing boundaries and inspiring change.



DIGITAL COMMS LEADERSHIP PROGRAMME

WHO THIS IS FOR:

This programme is for young Muslims who want to rise above the noise and take the lead in shaping positive online narratives.

If you're passionate about storytelling, digital content, media, or social impact, and ready to dedicate time alongside your studies or work, this is your space to grow, create, and shine.

WHAT'S ON OFFER:

We've designed a comprehensive, immersive journey — where every step helps you rise higher, create boldly, and lead ethically.

TRAINING:

Monthly online sessions and quarterly in-person gatherings dedicated to developing your leadership, creativity, and technical skills.

MENTORING:

Work closely with MCB's communications and digital leaders. Gain insights, feedback, and opportunities to contribute to real campaigns.

SHADOWING:

Learn from our digital communication experts in the MCB as well as other leading Muslim organisations.

PLACEMENT:

Get hands-on experience — from managing social media content and designing visuals to covering live events and campaigns. Your work will help shape MCB's digital strategy and strengthen community impact.

LEADERSHIP RETREAT:

A Immerse yourself in a transformative weekend experience — exploring Prophetic models of leadership, refining your vision, and connecting deeply with your fellow digital changemakers.

DIGITAL COMMS LEADERSHIP PROGRAMME

SCHEDULE

Sat 10 th January	In Person	Induction	- Understand the vision, values, and mission of MCB and how the programme aligns with their own leadership goals as advocates. - Clarify personal expectations and responsibilities as a participant. - Build meaningful connections with peers to foster collaboration throughout the programme.
Tue 3 rd February	Online	Storytelling & Content Gathering	- Develop skills in digital storytelling and content curation. - Learn trend forecasting and strategies to create engaging narratives. - Practise storyboarding, filming, and visual storytelling techniques.
Tue 24 th March	Online	Content Creation	- Learn basic principles of graphic design and branding. - Develop content creation skills using digital design tools. - Create visually engaging graphics to support campaigns. - Practise persuasive communication and audience engagement.
Fri 10 th to Sun 12 th April	In Person	Leadership Retreat	- Practise storytelling techniques and develop impactful narratives. - Gain hands-on skills in filming and storyboarding. - Strengthen digital leadership skills through immersive, team-based activities. - Reflect on personal leadership style and areas for growth. - Gain confidence in delivering speeches and presentations. - Build leadership presence through verbal and non-verbal skills.
Sat 6 th June	Online	Online Safety & Cyber Wellness	- Learn strategies to stay safe online and protect digital identities. - Understand cyberbullying, trolling, and managing online harassment. - Build resilience and healthy habits for responsible social media use.
July	In Person	MCB National Summit	- Be part of the team that delivers the annual summit that brings together hundreds of leaders and participants. - Role will be creating content
Sat 5 th September	In Person	Reflection & Celebration	- Final reflective journal or presentation. - Peer/mentor feedback on contributions. - Participant satisfaction survey and future goal-setting forms.

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ELIGIBILITY

Your launchpad to leadership awaits.

**This is more than a
volunteer programme -
it's your launch into
leadership, your chance
to elevate your voice, and
your opportunity to make
an impact that echoes far
beyond your region.
The countdown has
begun. Are you ready to
rise?**

Sign up now
www.mcb.org/visionary

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Age Category:

18–30 years old

Applicants can be based in any of the 4 nations of the UK

Remuneration:

This is an unpaid volunteer training programme; however, travel expenses and refreshments will be covered. Your time and contribution will be rewarded through invaluable experience, mentorship, and access to a national leadership network.

Application Process:

Applications open in November 2025

Online interviews in Mid-December 2025

Programme launches on 10th January 2026

- Online sessions: 1-hour sessions via Zoom each month.
- In-person sessions: London (venue to be confirmed).

Programme Duration:

January 2026 – September 2026 (9 months)

Over the course of one year, you'll embark on a transformative leadership journey, gaining the skills, confidence, and connections to rise higher in your community and beyond.

Beyond the Programme:

The journey doesn't end when the programme does. Graduates will have the opportunity to:

- Continue volunteering with the MCB or its affiliates.
- Explore work placements, project collaborations, and leadership opportunities.
- Join a growing network of young Muslim changemakers who are shaping the next chapter of our collective story.