Magid El-Amin
BA(Hons) History with Philosophy, 2010
Insight and Innovation Coordinator, The Children’s Society

Making a difference
It’s inspiring to hear from alumni who want to succeed in their careers, particularly when their own success is linked to making a real difference to people’s lives. Magid El-Amin is one such graduate. Whilst his career goal is to be a leader in the fundraising sector, it’s also linked to a deep desire to make a change and support those in need.

Currently the Insight and Innovation Coordinator at The Children’s Society, Magid works within the charity’s Fundraising Strategy and Innovation team. ‘Essentially my role is to take all of the different fundraising channels, including direct marketing, major gifts, corporate fundraising etc, and develop a strategy that can be implemented across the fundraising directorate. The ultimate aim of this is to more deeply engage our supporters and ultimately increase our impact for vulnerable children and young people around the country. Day-to-day I handle a £1.6million a year campaign as well as running through various data analysis exercises that aim to evaluate the impact of and improve our regional approach to fundraising around the country.’

Getting into fundraising
Magid’s career path began in the charity sector, working to set up a mentor programme with local charity the de Havilland Community Project to support young people with academic or behavioural difficulties as they moved from primary to secondary school. Whilst hugely rewarding, he was keen to move into fundraising and aided this through voluntary work with Msizi Africa, where he is a trustee.

‘In 2014 I took a role as a community fundraiser at Noah’s Ark Children’s Hospice, and quickly found a talent for relationship building and account management. After setting up successful fundraising partnerships and events I moved to my current job in order to develop analytical and database specific skills. The idea behind this slight departure from frontline fundraising was to develop relationship building and account management skills alongside data analysis techniques in order to become a more complete and competitive fundraiser in the future.’

Get involved!
Magid’s key message to those wanting to get into a fundraising role is to get involved. ‘This is a very supportive, progressive and exciting sector to work in. It goes without saying that working to help other people is endlessly rewarding.’

He stresses that the skills learnt during his degree are vital to the work he does today. ‘The ability to solve problems, see trends and use logic, are all intrinsic parts of reading philosophy, have been extremely useful and have stood me in good stead to approach a relatively daunting role with confidence. History helped in terms of writing compelling copy for funding applications, speaking publicly about a given charitable cause and doing so persuasively.’

And what about the future? ‘My aim is to be a leader in the sector, to have a wealth of experience and to effect real positive change to the lives of people. I hope that with more highly skilled and competent graduates joining the sector we can harness a greater range of talent and have lasting social impact.’

Fundraising is a very supportive, progressive and exciting sector to work in. It goes without saying that working to help other people is endlessly rewarding.