



# MUSLIM CHARITY

## Job Description Muslim Charity Senior Marketing Officer

|                |                                  |
|----------------|----------------------------------|
| Organisation   | Muslim Charity Helping the Needy |
| Position Title | Senior Marketing Officer         |
| Job Location   | Whitechapel, London              |
| Salary         | Dependent on experience          |
| Starting Date: | ASAP                             |

### ABOUT US:

Muslim Charity was founded over 17 years ago as a compassionate response to suffering and to tackle poverty across the globe. Muslim Charity has touched millions of vulnerable lives and implemented hundreds of relief and development projects as part of its humanitarian objectives and goals.

### ROLES AND RESPONSIBILITIES:

Muslim Charity is looking to enhance and improve the delivery of its marketing campaigns. Key responsibilities in this post will include:

- Leading the development and implementation of integrated marketing campaigns to support fundraising objectives, using gained insight from market research to target key audiences.
- Managing the evaluation of all the marketing activity carried out by the organisation. Setting achievable KPIs, analysing data and optimise all activity to maximise fundraising opportunities.
- Providing marketing support for other departments of the organisation.
- Producing marketing materials both copywriting and design.
- Regularly updating Social Media pages (Facebook, Twitter, Instagram, Snapchat etc).

- Analysing donor trends, donations and creating analytical reports.
- Training call centre operatives and preparing briefs/scripts for effective and efficient management of call centre.
- Lead on design and production of digital and printed materials with external agency suppliers.
- Build good relationships with internal and external stakeholders.

### **KEY CRITERIA FOR APPLICANTS:**

- Comprehensive understanding of digital marketing with platforms such as Google, Facebook and other digital platforms.
- Experience of marketing campaigns with a charity sector or similar.
- Experience in planning, producing and evaluating multi-channel integrated marketing and communications campaigns.
- Understanding of the fundraising function within a charity and supporting this function.
- Managing the production of marketing materials.
- Excellent communication skills, written and verbal.
- Ability to work to multiple deadlines.
- Budget management.

### **Other Criteria:**

- To solve problems proactively, offering creative ideas and working as a positive and engaged team member.
- Develop key relationships with donors, volunteers, media, the general public and other stakeholders.
- Assist in planning with Fundraising events and appeals.
- Represent Muslim Charity at marketing and fundraising events
- To respect the unique contribution of every individual and work positively in an equal opportunity and diverse environment.
- The post holder may be required to apply for a Disclosure check.
- Any other duties commensurate with the accountabilities of the post.

## **Person Specification**

Key: Qualification (Q)                      (S) Skills  
 Experience (E)                              (C) Commitment  
 Knowledge (K)                              (A) Ability

|     | Specification   | Essential             | Desira-<br>ble |
|-----|---|-----------------------|----------------|
| (Q) | a. Qualified to a degree level, ideally in Marketing or a related field   |                       | ✓              |
| (E) | a) Strong experience in a marketing and communications role<br>b) Strong experience in managing campaigns and its various components<br>c) Experience of print, production and electronic material design processes and technologies<br>d) Experience of working in the charity sector or third sector.<br>e) Experience of international development | ✓<br>✓<br>✓           | ✓<br>✓         |
| (K) | a) Thorough understanding of marketing strategies, mediums and techniques<br>b) Knowledge of all social media platforms.  | ✓<br>✓<br>✓           |                |
| (S) | a) Strong communication and interpersonal skills<br>b) Strong open-minded creativity and innovation<br>c) Excellent writing skills<br>d) Excellent negotiations and influencing skills<br>e) Strong organizational skills and keen attention to detail<br>f) Strong IT skills   | ✓<br>✓<br>✓<br>✓<br>✓ | ✓              |

|     |  |                       |                        |
|-----|--|-----------------------|------------------------|
|     | g) Good research skills  | ✓                     |                        |
| (A) | a) Ability to be creative and resourceful<br>b) Ability to work well on own initiative and to tight deadlines<br>c) Ability to work under pressure and adapt to change<br>d) Ability to work in a systematic and methodical manner<br>e) Ability to work effectively within a team environment<br>f) Flexible and willing to do in the evenings work and weekend.<br>g) Ability and commitment to work unsocial hours during Ramadan | ✓<br>✓<br>✓<br>✓<br>✓ | <br><br><br><br>✓<br>✓ |
| (C) | a. Commitment to Muslim Charity mission, visions and values<br>b. Commitment to Muslim Charity ethos<br>c. Commitment to equality of opportunity and diversity<br>d. Hard working and self-motivated   | ✓<br>✓<br>✓<br>✓      |                        |

**Applicants can send CVs and a covering email to [info@muslimcharity.org.uk](mailto:info@muslimcharity.org.uk)**