JOB DESCRIPTION | **MARKETING OFFICER**

1. **Official Job title:** Marketing Officer

2. **Department:** Marketing

3. **Responsible to:** Fundraising & Marketing Manager & General Director

4. **Hours**: 40 hours per week (Mon – Fri).

Must be flexible with willingness to work weekends, evenings and during campaign periods.

5. **Purpose:** A unique opportunity pivotal in the expansion of the awareness of Muntada Aid and driving it towards its future success. This role will be responsible for establishing and championing a clear and consistent strategy for all marketing and communications. Concise planning and deliverance of marketing activities will lead this department to build on its history in light of the Trust reaching its 30 – year anniversary.

This is a fantastic opportunity for a hands on individual who is both confident and proactive to work alongside a team of visionaries, who aim to maintain its drive in taking Muntada Aid to becoming a leading global charitable organization.

6. **Main tasks:**

- To develop and implement a marketing plan for Muntada Aid
- To deliver creative marketing concepts, scripts and storyboards for briefs supplied
- To produce copy write for new campaigns and/or revamping existing ones, storyboarding for videos and more.
- Be responsible for marketing projects and campaigns though various methods e.g. Direct Mail, Digital Marketing.
- Attend networking occasions/events/dinners to convey the message of Muntada Aid and enlist supporters
- To source corporate sponsorship for events and projects to cover/reduce costs for our projects
- To identify new and innovative means of marketing Muntada Aid in a growing and very competitive market
- Maintain and Measure social media campaigns across all social media platforms e.g. Youtube/Facebook,Twitter
- Network and Deliver Presentations on Muntada Aid Projects at community/networking events
- Maintaining and updating donor databases
- Manage Google adwords
- Arranging the effective distribution of marketing materials through volunteer networks
- Liasing with designers, printers to deliver campaign material
- Develop strategic marketing links through marketing partners eg YouTube, Facebook, Twitter and community organizations

PERSON SPECIFICATION | **MARKETING OFFICER**

(E)= Essential (D) = Desirable

Qualification

- A University degree preferably in marketing or communications with a higher pass in English (D)
- Membership of Marketing Institutions(D)

Experience

- Proven experience in, marketing role. (E)
- Experience of planning and managing successful marketing campaigns across all mediums(E)
- Budgeting experience (D)
- Experience in liaising with other organisations such as graphic designers, publishers, conference organisers and printers (desirable)
- Written articles, adverts, newsletters etc (essential)
- Google Ads and adwords (managing the charity grant for google adwords to help boost profile) (desirable)
- Understanding of Data Protection Act (desirable)

Skills

- Good communication and interpersonal skills (essential)
- Good organisational and effective time management skills (essential)
- Good ICT skills including software packages e.g. Word and Excel (essential)
- Good understanding of design software incl Photoshop, Illustrator (desirable)
- Good in generating reports and report writing skills (desirable)
- Strong analytical skills (essential)
- Driving creativity and a strong eye for detail (essential).
- Comfortable with making key decisions (essential)
- Strong negotiation skills (E)

Knowledge

- Knowledge of the Islamic community and sensitivities (D)
- Knowledge of the charity/not for profit sector (desirable)
- Knowledge of social trends and commercial awareness (essential)
- Knowledge on advertising strategies, marketing techniques and channels (essential)
- Knowledge on PR techniques (essential)
- Good knowledge of contemporary marketing techniques/strategies (E)

Ability

- To work in a systematic and methodical manner (E).
- To adapt quickly to changing deadlines and priorities (E)
- To work under pressure and work on own initiative (E)
- To work effectively within a team environment (E)
- To work unsociable hours during peak campaigns. (E)
- To communicate in Arabic/Urdu/Punjabi/Bangla (D)
- To thrive in a pressurised environment (D)
- Self-motivated and able to carry out repetitive work (E)

Commitment

- Commitment to Muntada Aid's mission, visions, values and ethos (essential)
- Commitment to equality of opportunity and diversity (essential)

Other

- UK driving license (E)