

MARKETING & CREATIVE COORDINATOR

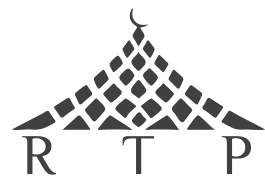
PURPOSE

The Marketing & Creative Coordinator is responsible for creating content (graphic, branding) and managing all RTP social media. They will lead in the designing and development of the Open Iftar brand, RTP marketing campaigns, event launches and strategic marketing partnerships.

Reporting to	CEO & Co-Director Head of Academy
Responsible for	Social Media Officers, Photographers, Videographers, Graphic Designers
Role type	Full-time - fixed term 1 year contract (subject to review after 6 months probationary period for extension)
Salary	Dependent on experience
Interview date(s)	14th January

ESSENTIAL KNOWLEDGE, SKILLS & ABILITIES REQUIRED

- Excellent verbal and written communications skills and attention to detail
- Exceptional people and time management skills
- Pragmatic and flexible working hours
- Experience in managing social media channels & copyrighting
- Professional and competent graphic design/artwork skills
- Professional and competent video-editing and video content creation



KEY RESPONSIBILITIES

- Develop and maintain RTP & Open Iftar brand, including marketing campaigns
- Develop original copy & strategy for social media platforms, website content, direct mail and print advertisements
- Manage mailing list service to supporters & donors with RTP events/campaigns
- Organise and disseminate RTP digital library (photographs and videos) across all social media channels
- Design merchandise, leaflets, flyers, social media graphics & all other branding
- Manage all social media accounts & posting schedule on a day-to-day basis
- Champion & sustain consistent RTP brand voice across all channels and copyediting marketing materials
- Recording, editing & publishing videos of all RTP events
- Manage and work alongside Social Media Officers to implement RTP's agreed marketing strategy across all platforms
- Assist Head of Media with press queries when necessary
- Oversee and write up annual social media & press report after the end of Open Iftar Ramadan 2019. Present to the board
- Monitor and evaluate progress, performance and recommendations and create an annual self-evaluation report. Present to the board