

Role: Marketing & Creative Manager

Reporting to: CEO & Co-Director

Responsible for: Social Media, Photography & Videography Volunteers, Part-time Graphic Designer

Salary: Dependent on Experience

Deadline: 18 October 2019

Purpose:

The Marketing & Creative Manager is responsible for creating content (graphic, branding & some video) and managing all Ramadan Tent Project's social media (along with volunteers). They will lead in the designing and development of the Open Iftar brand, Ramadan Tent Project's marketing campaigns, event launches and strategic marketing partnerships, at an exciting time for the organisation as it grows and develops. The ideal candidate will have prior experience with a similar role. This role is open to all, and Ramadan Tent Project does not discriminate on the basis of ethnicity, religion, gender or sexuality.

Key Responsibilities:

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

Essential Experience, 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
- Proficient with Adobe Creative Suite