



## JOB DESCRIPTION | Digital Marketing Officer | MUNTADA AID

<b>Job title:</b>	Digital Marketing Officer		
<b>Salary:</b>	£22,000 – £26,000 Per annum (Depending on experience)	<b>Location:</b>	Parsons Green, London SW6
<b>Responsible to:</b>	Marketing Manager	<b>Responsible for:</b>	N/A
<b>Contract:</b>	- Full Time 40 hours per week; - Monday to Friday	<b>Start Date:</b>	Immediate start
<b>Date Job Posted:</b>	3 October 2018	<b>Application Deadline:</b>	N/a

### 1. The Role

We are seeking to recruit an enthusiastic Digital Marketing Officer to join our growing team at Muntada Aid in Parsons Green London, helping us develop our digital marketing platforms.

You will take responsibility for reviewing and producing content for our websites, digital marketing campaigns and the management of social media accounts (Facebook, Twitter, Instagram etc). You will also deal effectively with feedback and enquiries received through social media and be responsible for optimising, analysing and reporting on web and social media activity as well as growing the online community and raising the awareness and profile of Muntada Aid.

### 2. Main tasks<sup>1</sup>

- Work with SEO tools and platforms to create keyword maps to ensure that the organisation's website is optimised on leading search engines.
- Creating and updating website content using CMS
- Developing and delivering Digital marketing contents
- Regular and timely posting of email using specialized email marketing tools
- Growing the organisation's presence through social media channels
- Update Social media accounts with up-to-date and relevant media and news
- Assist in increasing the organisation's audience on all digital media channels and platforms
- Work with team members to develop & understand digital marketing strategies
- Some general administrative tasks where necessary



## PERSON SPECIFICATION | Digital Marketing Officer | MUNTADA AID

<b>1.</b>	<b>Qualifications and Training</b>	
a.	A UK degree in Digital Marketing or other relevant field	Essential
b.	Appropriate professional qualifications and/or training	Desirable
<b>2.</b>	<b>Skills and Experience</b>	
a.	Minimum of 2 years' experience in similar role	Essential
b.	Good working knowledge of Content Management Systems	Essential
c.	Proficiency in the use of computers; Microsoft Office Suits;	Essential
d.	Competent and skilled online writer/editor	Desirable
e.	Excellent communications skills –written and verbal	Essential
f.	Analytical with an eye for detail. Works towards high standards of accuracy and efficiency	Essential
g.	Excellent research and drafting skills	Essential
h.	Courteous, friendly and tactful. Establishes rapport easily	Essential
i.	Professional when dealing with Senior Staff, Fellows, alumni, donors, colleagues and students	Essential
j.	Good judgment about when to use initiative and when to consult	Essential
k.	Experience of image editing software, such as Photoshop, and basic HTML knowledge	Desirable
<b>5.</b>	<b>Ability</b>	
a.	To work in a systematic and methodical manner	Essential
b.	To adapt quickly to changing deadlines and priorities	Essential
d.	To work effectively within a team environment	Essential
e.	To work unsociable hours during peak campaigns	Essential
f.	Self-motivated and able to carry out repetitive work	Essential
g.	Forward thinker with the ability to think outside the box	Essential
<b>6.</b>	<b>Commitment and understanding</b>	
a.	Understanding of the Islamic faith.	Essential
b.	Commitment to the charity sector.	Desirable



## How to Apply

Please apply before the closing date by sending your CV and covering letter via email to [hr@muntadaaid.org](mailto:hr@muntadaaid.org)

**Note:** if you do not hear back from us within 4 weeks please assume that your application has not been successful.

<sup>1</sup>. Duties are not limited only to the above-mentioned accountabilities; he/she may perform other duties as assigned, relative to the specified discipline.