

Role: Digital Marketing Coordinator

Reporting to: Programmes Coordinator

Responsible for: Social Media Officer; Web Developer

Salary: Dependant on experience.

Contract Type: 4 day/week fixed 6-month contract with 2 months probationary period.

Deadline: 23/12/2020

Purpose:

The Digital Marketing Coordinator will be primarily responsible to define and execute our digital marketing strategy, including day-to-day ownership of our digital content calendar, social media, website analytics, online events, and marketing analytics.

Key Responsibilities:

- Work collaboratively with other departments to create a coherent online and digital presence which represents the values and brand of Ramadan Tent Project, including Creative, Operations and PR and Media teams.
- Lead digital marketing campaigns to execute clear, concise brand messaging across online platforms including LinkedIn, Facebook, Instagram, Twitter, YouTube, Spotify and our websites.
- Manage, guide and inspire Social Media Officers and Web Developer, overseeing all tasks, responsibilities and schedules.
- Creation and implementation of comprehensive content calendar ensuring promotion of all our projects, events and workstreams with adherence to overall marketing strategies.
- Identify opportunities and deliver on digital marketing partnerships to promote the objectives of Ramadan Tent Project.
- Track, monitor, and report on campaign performance across all digital platforms.
- Consistently monitor digital campaign performance, regularly reporting back to the wider team.
- Maintain clear, effective communication with the Creative Marketing Coordinator to ensure the timely production of content
- Work collaboratively with the fundraising team.
- Develop the Ramadan Tent Project brand, increase user engagement & follower base

Essential Experience, Knowledge, Skills & Abilities Required:

- Excellent organisational and leadership skills
- Social media experience, promoting services through Twitter, Instagram, Facebook, LinkedIn, Spotify and YouTube, and of Hootsuite
- Experience in launching large-scale media campaigns, particularly digital-first campaigns with a proficiency in media distribution and channel insights
- Deep understanding of customer journey across social media, paid digital and website strategy
- Excellent team management skills
- Clear and excellent communications skills and team player
- Ability to work under pressure and meet tight deadlines
- Experience of working at a charity or other non-profit organisation
- Excellent command of English (other languages also desirable)
- Ability to write persuasive micro content to encourage support