

**Role:** Content Marketing Coordinator

**Reporting to:** Programmes Coordinator

**Responsible for:** Creative Producer; Copywriter/Editor

**Salary:** Dependant on experience.

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

**Deadline:** 23/12/2020

**Purpose:**

The Content Marketing Manager will be primarily responsible for developing and implementing the overall content strategy based on our specific goals and objectives, as well as include leading and overseeing content creation and ensuring consistency and coherence in all our branding.

**Key Responsibilities:**

- Designing and implementing creative marketing strategies to disseminate content
- Ensure all content marketing initiatives drive traffic, engagement and leads to the benefit of Ramadan Tent Project
- Managing the Creative Producer and the Copywriter in overseeing the creation of creative, relevant and engaging content in line with the social media strategy and calendar
- Lead on content creation including graphics and videos
- Adapt content to relevant platforms, with knowledge of which content is best suited to each platform
- Ensure our content maintains brand consistency in tone and messaging
- Maintain clear, effective communication with the Digital Marketing Coordinator to ensure the timely production of content
- Ensure content marketing informs, educates and inspires our target audiences
- Maintain, update and organise our digital content library

**Essential Experience, Knowledge, Skills & Abilities Required:**

- Excellent organisational and leadership skills
- Clear and excellent communications skills and team player
- Ability to work under pressure and meet tight deadlines
- Excellent command of English (other languages also desirable)
- Experience creating content for the web and growing a social audience
- Editorial mindset that seeks to understand what audiences consume and how to create it
- Proficient in video editing, with the ability to manage materials such as camera footage, dialogue, sound effects, graphics and special effects to produce a final video product
- Proficient in graphic design and videography tools including Adobe software