

# RAMADAN TENT PROJECT

**Role:** Marketing Coordinator

**Reporting to:** Ramadan Festival Coordinator

**Responsible for:** Social Media Volunteers

**Salary:** Subject to budget funding and commensurate with experience

**Contract Type:** 4 days/week, fixed 5-month contract with 1-month probationary period.

**Start date:** ASAP

**Location:** London, UK (open to remote working pre-Ramadan up to February 2023). Marketing Coordinator must be physically present at Ramadan Festival events.

**Deadline:** 11:59pm, 25<sup>th</sup> November 2022

## **Purpose and Key Responsibilities:**

The Marketing Coordinator is responsible for developing and implementing the overall content and digital marketing strategy, based on Ramadan Tent Project (RTP)'s specific goals and objectives. This will include leading on and overseeing content creation, ensuring consistency and coherence in all our branding across all platforms, and day-to-day ownership of our digital content calendar, social media, website analytics, online events, and marketing analytics.

- Designing and implementing creative marketing strategies to disseminate content.
- Managing the recruitment and training of social media volunteers.
- Managing social media volunteers on site at RTP's London events.
- Liaising with the Ramadan Festival team to receive assets for content creation, and content from events, in a timely fashion.
- Working collaboratively with other departments to create a coherent online and digital presence which represents the values and brand of RTP.
- Liaising with venue partners to ensure they receive all digital collateral with good time to sign off for use.
- Creating Eventbrite ticketing pages for all RTP events.
- Creating and implementing a comprehensive content calendar, ensuring the promotion of all our projects, events and workstreams with adherence to overall marketing strategies.
- Ensuring all content marketing initiatives drive traffic, engagement and leads to the benefit of RTP.

- Working with the Creative Content Producer to ensure the creation of relevant and engaging content in line with the social media strategy and calendar.
- Leading on content creation including graphics and videos.
- Adapting content to relevant platforms, with knowledge of which content is best suited to each platform at any given time.
- Ensuring our content maintains brand consistency in tone and messaging.
- Maintaining, updating and organising our digital content library – ensuring all visual content (videos and photos) is promptly uploaded to a designated drive in Teams after an event.
- Leading digital marketing campaigns to execute clear, concise brand messaging across online platforms including LinkedIn, Facebook, Instagram, Twitter, YouTube, TikTok, Mailchimp and our website.
- Managing, guiding and inspiring social media volunteers, social media officers and web developer, overseeing all tasks, responsibilities and schedules.
- Identifying opportunities and delivering on digital marketing partnerships to promote the objectives of RTP.
- Tracking, monitoring, and reporting on campaign performance across all digital platforms.
- Maintain clear, effective communication with the Creative Content Producer to ensure the timely production of content.
- Develop the RTP brand, increase user engagement & follower base.
- Managing and overseeing RTP's [Ramadan Lates](#) activation.

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

- Excellent organisational and leadership skills.
- Excellent verbal and written communication skills.
- At least 3-5 years proven experience in Digital Marketing.
- Experience creating content for the web and growing a social audience.
- Editorial mindset seeking to understand what audiences consume and how to create it.
- Social media experience, promoting services through, but not limited to, Twitter, Instagram, Facebook, LinkedIn, Mailchimp and YouTube.
- 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 and website
- Excellent team management skills.
- Experience of working at a charity or other non-profit organisation.
- Ability to write persuasive micro content to encourage support.
- Clear and excellent communications skills and team player.
- Work under pressure and meet tight deadlines.
- Excellent command of English (other languages also desirable).

To apply, send a copy of your CV & cover letter to [info@ramadantentproject.com](mailto:info@ramadantentproject.com).  
The email subject should be the role you are applying for.