

RAMADAN TENT PROJECT

Role: Marketing Officer

Reporting to: Ramadan Festival Coordinator and Marketing Coordinator

Responsible for: Social Media Volunteers, shared with Head of Volunteers

Salary: London Living Wage

Contract Type: 3 days/week, fixed 5-month contract with 1-month probationary period.

Start date: Immediate

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, Sunday 5th November 2023

Purpose and Key Responsibilities:

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

- Implementing creative marketing strategies to disseminate content.
- Aiding in 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 partners and sponsors to ensure the receipt of all digital collateral with good time to sign off for use.
- Creating ticketing pages for all RTP events.
- 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 Marketing and Creative team to ensure the creation of relevant and engaging content in line with the social media strategy and calendar.
- Leading on the newsletter (Mailchimp) and LinkedIn.
- Tracking, monitoring, and reporting on campaign performance across relevant digital platforms.
- 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.
- Managing, guiding and inspiring social media volunteers, overseeing all tasks, responsibilities and schedules.
- Identifying opportunities and deliver on digital marketing partnerships to promote the objectives of RTP.
- Maintain clear, effective communication with the Marketing and Creative team to ensure the timely production of content.
- Develop the RTP brand, increase user engagement and subscriber list.

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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.
- 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 Eventbrite.
- Deep understanding of customer journey across social media, particularly newsletters.
- 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.
The email subject should be the role you are applying for.**