

RAMADAN TENT PROJECT

Role: Social Media Assistant

Reporting to: Marketing and Communications Manager

Responsible for: /

Salary: £14 per hour

Contract Type: Full-time, fixed-term contract for 6 months

Start date: Mid-October 2026

Location: Hybrid, co-working day on Tuesday, regular presence at RTP events in London. May be required to travel to other RTP events outside of London.

Deadline: 11:59pm Sunday 6th of September

Introduction:

Our Vision

A world where everyone belongs and communities flourish in social harmony and peaceful coexistence.

RTP believes that stronger, more connected communities are built when people come together across differences, fostering understanding, trust and mutual respect. Through creating welcoming spaces and shared experiences, we seek to contribute to a society where everyone feels valued, included and able to thrive.

About Us

Ramadan Tent Project (RTP) is an award-winning, faith-inspired civic and cultural organisation that brings people together through the spirit and values of Ramadan. Since 2013, RTP has welcomed more than one million people through its flagship initiatives, including the Ramadan Festival and Open Iftar, transforming public spaces into places of encounter, generosity and shared human experience.

Grounded in Islamic values and open to people of all faiths, beliefs and backgrounds, RTP creates inclusive public experiences that foster dialogue, understanding and connection. As it enters its next phase of growth, RTP is evolving into a year-round cultural institution focused on belonging, social cohesion and strengthening positive public narratives about Muslims and Islam in Britain.

Our Mission

To bring people together by cultivating spaces of compassion, hospitality and service, and by fostering dialogue, understanding and connection. RTP creates opportunities for people from all walks of life to come together, share experiences and build meaningful relationships that strengthen trust and belonging.

Our Beliefs

We believe that shared experiences have the power to break down barriers, build understanding and strengthen communities. In a society increasingly challenged by division, isolation and polarisation, we create welcoming environments where people can encounter one another with openness, curiosity and respect.

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The values embodied by Ramadan, including hospitality, generosity, reflection and service, offer a powerful model for civic life and social cohesion. By making these values visible and accessible through public programming, we help foster a stronger sense of belonging and trust across communities.

Our Values

As a faith-inspired organisation, our work is guided by values rooted in both Islamic tradition and universal principles of shared humanity:

- **Community Building:** bringing people together and strengthening relationships.
- **Pluralism:** embracing diversity and respecting different backgrounds, beliefs and perspectives.
- **Compassion:** acting with kindness, empathy and care.
- **Hospitality:** welcoming others with generosity and openness.
- **Service:** serving communities with sincerity and purpose.
- **Godliness:** acting with integrity, humility and spiritual awareness.
- **Excellence:** striving for the highest standards in all we do.
- **Gratitude:** recognising and appreciating the contributions of others.
- **Trust:** maintaining faith, resilience and confidence in our purpose.

Together, these values shape how we work, how we engage with communities and how we pursue our vision of a society where everyone feels they belong.

Purpose and Key Responsibilities:

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The Social Media Assistant will support the Marketing and Communications Manager with the day-to-day delivery of RTP's social media content and community management. The role plays a key part in keeping RTP's channels active, consistent, and engaging during the peak Ramadan period, from writing and scheduling posts to tracking performance and coordinating volunteer-generated content. Working closely with the Marketing and Communications Manager, this role helps maintain brand consistency, audience engagement, and timely delivery of content across all platforms.

General:

- Support the Marketing and Communications Manager in the delivery of RTP's social media content and channels
- Assist with the implementation of the social media content calendar in line with key campaign timelines
- Support coordination with volunteers and external stakeholders as required
- Assist in ensuring consistency of brand tone, messaging, and visual identity across all social channels
- Provide day-to-day social media support during RTP events, as required
- May be asked to support the ticket inbox (tickets@ramadantentproject.com) or event-related email communications during busy periods

Social Media Content:

- Write copy and captions for social media posts, adapting tone and format for each platform: Instagram, LinkedIn, TikTok, Facebook, and X
- Support the planning and scripting of reel content, including prompts and talking points for contributors on camera
- Assist with additional content needs across RTP's marketing and communications channels, as required
- Schedule and publish content across all social media platforms in line with the content calendar, using scheduling and content management tools (for example Meta Business Suite, Hootsuite, or similar) and RTP's CRM
- Monitor comments, messages, and mentions across platforms, responding where appropriate or flagging to the Marketing and Communications Manager
- Support basic content creation and editing, using tools such as Canva or CapCut
- Stay up to date with platform trends, formats, and best practice, and suggest ideas that fit RTP's brand voice
- Capture photo and video content at live RTP events on mobile, for use across social channels
- Support live coverage of RTP events through Stories, reels, and real-time posting

Volunteer Coordination (Social Media):

- Assist with preparing clear instructions and content guidelines for social media volunteers
- Support tagging, organisation, and basic coordination of volunteer-generated content
- Contribute creative ideas for social media content related to volunteer activity during live events

Analytics & Reporting:

- Support tracking and monitoring performance across social media platforms
- Assist with compiling regular performance summaries and insights
- Share findings with the Marketing and Communications Manager to support optimisation and decision-making

Essential Experience, Knowledge, Skills & Abilities Required:

- Previous experience supporting social media or content creation (paid or voluntary)
- Strong written English skills with attention to detail, and confidence adapting tone and copy across platforms
- Confidence using Instagram, LinkedIn, TikTok, Facebook, and X, including platform-specific formatting and best practice
- Experience with content scheduling tools and CRM systems (for example Meta Business Suite, Hootsuite, or similar), and comfort learning new platforms
- Basic content creation and editing skills, using tools such as Canva or CapCut

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- Organised and reliable, with the ability to manage multiple tasks and deadlines
- Comfortable working collaboratively with a small team and volunteers
- Willingness to work flexibly during busy event periods, including some evenings and weekends
- Proficiency with digital tools such as Microsoft teams, Google Workspace / Office 365
- Familiarity with Ticket Tailor is desirable

To apply, send a copy of your CV and cover letter to info@ramadantentproject.com.

The email subject should be your full name and the role you are applying for
(e.g. Sarah Ali, Social Media Assistant)

Please note:

- We are unable to consider your application without both a CV and cover letter
- Interviews will take place on a rolling basis
- Should you have any questions, please write to info@ramadantentproject.com with
Query: the role you are interested in (e.g. Query: Social Media Assistant)