

# Job Description

Ummah Welfare Trust | +44 (0)1204 661 030



Reg. Charity No. 1000851

<b>ROLE</b>	<b>Digital Communications Officer</b>
<b>STATUS</b>	<b>Full-time</b> (based at the head office in Bolton)
<b>HOURS</b>	<b>37.5 hours/week</b>
<b>RESPONSIBLE TO</b>	<b>Media Manager</b>
<b>SALARY</b>	<b>£20,000 to £23,500</b> (depending on experience)

## THE ROLE

Ummah Welfare Trust requires an experienced and knowledgeable digital communications and social media officer to implement the charity's online marketing campaigns.

The officer will be a gatekeeper to Ummah Welfare Trust's reputation as a serious, committed and credible Islamic organisation. The candidate will be a first point of contact for donors, media and staff seeking to disseminate information.

## MAIN DUTIES

- Manage and coordinate the day-to-day running of the charity's social media, including Twitter, Facebook, Instagram, YouTube and any other as appropriate.
- Kickstart and grow the charity's Google Adverts programme.
- Deliver paid advertising campaigns on Facebook, Twitter and Google Adverts or any other platform as approved by the charity.
- Design graphics and thumbnails for social media campaigns.
- Liaise with regional fundraisers in providing and facilitating marketing material for events and campaigns.
- Work closely with a graphics designer and video editor to make captivating content for Ummah Welfare Trust's social and print media.
- Work with the projects team in managing and optimising the charity's feedback to the public and other stakeholders.
- Keep abreast of the media agenda and look for opportunities to promote campaigns.
- Undertake ad-hoc duties, including answering phone calls and leafleting.

## PERSON SPECIFICATION

- Have a proven ability in writing copy for public consumption.
- Able to write compelling and well-researched content for web and social media platforms.
- Have a proven ability in delivering paid and unpaid social media campaigns and strategies.
- Hands-on experience of using tools like Google Analytics, Facebook Power Editor and Twitter Advertising.
- A great relationship builder with strong charity, humanitarian and political awareness.
- Demonstrable skills of increasing social media engagement and managing social media campaigns.
- Have sound Islamic knowledge, ethics and understanding.
- Able to work well in a team and show attention to detail.
- Work under time pressure particularly during busy periods such as Ramadhan.
- Knowledge of Adobe design software is desirable.

**This post is subject to a Disclosure and Barring Service (DBS) check.**

To apply for this role, email your CV and Covering Letter to [vacancies@uwt.org](mailto:vacancies@uwt.org). The closing date for applications is **15<sup>th</sup> October 2019**. For more information or discussion about the role contact: 01204 661048.