

# Job Description

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



Reg. Charity No. 1000851

<b>ROLE</b>	<b>Media Manager</b>
<b>STATUS</b>	<b>Full-time</b> (based at the head office in Bolton)
<b>HOURS</b>	<b>40 hours/week</b>
<b>RESPONSIBLE TO</b>	<b>Chief Operating Officer</b>
<b>SALARY</b>	<b>£28 – 32,000 per annum (dependent on experience)</b>

## THE ORGANISATION

Ummah Welfare Trust is a UK-based international relief and development charity established in 2001. Inspired by the Islamic teachings of empathy, generosity and selflessness, the trust aims to alleviate poverty and suffering across the world.

The rights of those who are neglected and oppressed are fulfilled by providing sustainable development solutions relating to shelter, education, health, and spiritual wellbeing.

Ummah Welfare Trust works under the guidance of scholars who ensure that the charity's role as a trustee is always fulfilled. Knowing that we are all ultimately accountable to the Almighty, the charity strives to maintain transparency and accountability. The charity also has a full and transparent audit trail from the donor to the beneficiary.

To find out more about the organisation please visit our website on: <https://uwt.org/>

## THE ROLE

Ummah Welfare Trust requires an experienced and knowledgeable Media Manager, sympathetic to the charity's aims, to deliver the charity's print, online and media output. The Media Manager will be a first point of contact for donors, media and staff seeking to disseminate information.

Essentially, the post holder will play an important role in upholding Ummah Welfare Trust's reputation as a serious, committed and credible Islamic organisation.

## MAIN DUTIES

- Manage a full-time graphics designer, video editor and social media officer to make captivating content for Ummah Welfare Trust's social, web and print media.
- Manage the day-to-day running of the charity's social media, including Twitter, Facebook, Instagram and YouTube accounts, as well as any other deemed appropriate.
- Plan, write and edit copy for the charity's publications, including the yearly annual report, leaflets and reports.
- Deliver paid advertising campaigns on Facebook, Twitter and Google Adverts or other platforms as approved by the charity.
- Prepare and send email and text campaigns to donor lists.
- Create and manage content for the front end of the website.
- Liaise with regional fundraisers in providing and facilitating marketing material for events and campaigns.
- Prepare scripts and record voiceovers for relief and appeal videos.
- 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

CATEGORY	CRITERIA	REQUIREMENT
<b>Qualifications</b>	Graduate in a Business, Media or Marketing discipline, or equivalent work experience	Essential
<b>Experience</b>	Experience of motivating and managing high performing digital media/marketing teams in a fast paced and demanding digital media and/or marketing environment	Essential
	Work under time pressure particularly during busy periods such as Ramadhan.	Essential
<b>Skills / Abilities</b>	Demonstrated ability to provide balanced leadership in articulating and executing clear strategies and tactics, while maintaining the flexibility to adjust and pivot when circumstances dictate.	Essential
	Have a proven ability in writing copy for public consumption.	Essential
	Able to write compelling and well-researched content for web and social media platforms.	Essential
	Proven track record of increasing social media engagement and managing social media campaigns.	Essential
	Demonstrable experience of developing and maintaining key external and internal stakeholder relationships	Essential
	The ability to review and edit a high volume of work whilst maintaining attention to quality and detail	Essential
<b>Knowledge and understanding</b>	Knowledge of Adobe design software	Essential
	Working knowledge of HTML/CSS	Essential
	Demonstrable understanding of Email Marketing, SEO, CMS & CRM	Essential
	Demonstrated knowledge and experience of the humanitarian and non-profit policy sector.	Desirable
<b>Other</b>	Personal conduct and delivery of work should comply with the values and culture of Ummah Welfare Trust	Essential
	The ability to occasionally adapt working hours to meet the requirements of the organisation.	Essential
	Hold a valid UK driving license and have full access to your own car.	Desirable

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

The closing date for applications is **31<sup>st</sup> August 2022**, although the position may close sooner if the right candidate is found.

To apply for this role, please email your CV and Covering Letter to [vacancies@uwt.org](mailto:vacancies@uwt.org)

Please ensure that you **address how you satisfy each of the criteria in the person specification in your covering letter.**

For more information or discussion about the role please contact: 01204 661048