



THE
**WORLD
FEDERATION**
OF KHOJA SHIA ITHNA-ASHERI MUSLIM COMMUNITIES

The World Federation

Vision Statement: To be a spiritually vibrant progressive and unified global community for the pleasure of Allah.

Mission Statement: To connect and lead the global membership into a unified community to represent its voice and enable them to achieve a shared vision.

Core values of The World Federation

- Serve with simplicity, sincerity, tenacity and patience
- Strive for excellence in all fields especially in education
- Enable and facilitate all community endeavours
- Engage grassroots
- Prevent duplication and support local efforts and innovations
- Respect others at all times

Position: Marketing & Communications Manager

Location: Stanmore, Middlesex

Salary: Dependent upon experience

Accountable to: Operations Manager

Hours: 9am – 5pm weekdays. In addition, the post holder will be expected to adopt a flexible working policy to work alongside Office Bearers and Heads of Departments if need be.

Purpose of the role:

The primary purpose of the role is to manage the marketing team, to develop and deliver a communications strategy to keep the worldwide community informed and engaged about our activities, and to create and execute marketing plans to further the aims of the charity.

We exist to serve

www.world-federation.org

The World Federation is an NGO in Special Consultative Status with the Economic and Social Council (ECOSOC) of the United Nations

Position Requirements:

- Bachelor's degree in marketing, communications or related field
- Minimum of 3 years of marketing and communications experience
- At least 1 year of staff and operations management experience.
- Confident, clear and thorough communicator orally and in writing, with an ability to liaise, negotiate and influence other colleagues, departments and stakeholders
- Strong project management and time management skills with ability to manage a complex and varied programme
- Creative, a team player, able to develop realistic action plans and work well under tight deadlines with minimal supervision
- Strong copywriting and proof reading skills and excellent attention to detail
- Competence in MS Office and Adobe applications, as well as online marketing and email campaign management tools, and platforms for social media management.
- Experience of growing the marketing function in a small organisation

Responsibilities:

- Manage members of the marketing team, providing day-to-day guidance and support.
- Manage the planning, content development, and execution of marketing campaigns.
- Creatively plan and devise campaigns to generate awareness and funding streams for departments and areas of work that are not currently attracting donations.
- Develop and project manage the charity's fundraising appeals.
- Proactively work with Heads of Departments to obtain the requisite information in order to promote activities of the organization.
- Act as the point of contact with agencies and designers, providing clear briefs on the production of campaign collateral, and following up on all action points.
- Oversee the development of a long-term digital marketing strategy.
- Take responsibility for developing own knowledge of marketing communications and sector trends, along with keeping up to date on new developments.
- Measure effectiveness of campaigns and create reports for the Office Bearers to show return on investment on a regular basis.
- Coordinate production of annual reviews to include activities of the organisation throughout the year.
- Coordinate building a library of news stories, blogs and case studies of the organisation and its stakeholders work and activities.
- Work closely with other departments and partnering organisations to lead on marketing and communications initiatives, including PR.
- Drive greater collaboration within departments and regional bodies.

These represent a definition of the main function and requirements for this position but are not an exhaustive list of duties. The post holder will be required, in addition, to perform any other duties that might reasonably be considered a responsibility of the post.

How to apply:

Email your CV with a covering letter highlighting how you meet the requirements of this role to Shan E Abbas Hassam (Secretary General) at

secretariat@world-federation.org

Applications for this post will close on 3 September 2018

Candidates will be informed whether they have been shortlisted during the second week of September.