

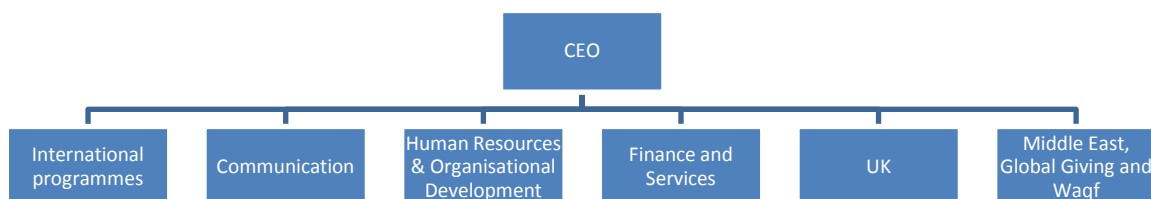


Islamic Relief Worldwide

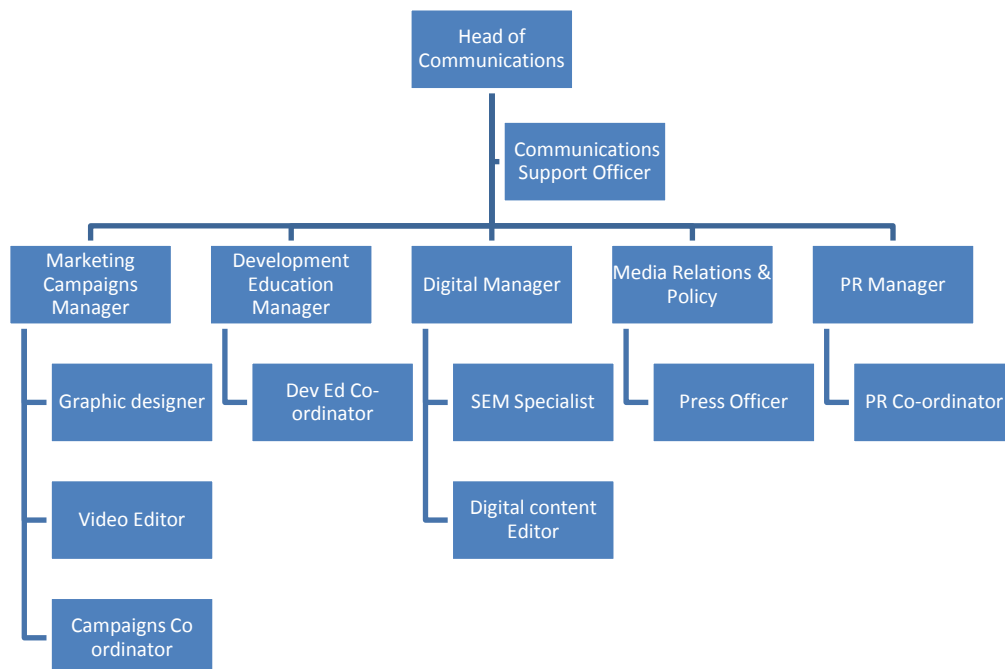
Digital Content Editor

BASE LOCATION:	UKHO-London
REPORTING TO:	Digital Manager
LINE MANAGEMENT RESPONSIBILITIES:	None
PURPOSE OF DIVISION:	<p>In close cooperation with the other parts of the organisation, the Communication Department develops IRUK's branding, messaging and marketing strategy.</p> <p>The department helps the entire IR family to convey key messages consistently and coherently to internal and external individuals and the humanitarian and development community.</p> <p>The department provides the various IRUK stakeholders with access to adequate, timely and high quality information, material and resources to bolster their ability to convey advocacy and fund-raising messages through visual media, publications, campaigns and websites.</p>
JOB PURPOSE:	To generate, edit and publish content on multiple digital channels including, the Islamic Relief website and social media platforms.

Position of Digital Content Editor within Islamic Relief



Structure of Department



KEY WORKING RELATIONSHIPS

- Regular engagement with the Marketing, External Relations, Community Fundraising and Programmes Units and occasional engagement with all other units to generate and edit content that is suitable for digital channels.
- Member of the Campaigns team, working closely with the Campaigns Manager.

SCOPE AND AUTHORITY

Scope of the Role:

Reporting to the Digital Manager, the Digital Content Editor is responsible for generating, editing and publishing all digital content, including the main Islamic Relief website and social media channels as well as third party platforms.

Responsibility for Resources:

- Responsible for building relationships with supporters on Islamic Relief's social media channels

KEY ACCOUNTABILITIES

The jobholder is accountable for fulfilling his or her roles and responsibilities in line with Islamic values and principles of fairness, humanity, honesty, respect and fair treatment of his/her colleagues and staff.

Create content for the Islamic Relief website

- Working with the Programmes department, write updates on Islamic Relief's worldwide projects
- Write beneficiary case studies, showing the impact of Islamic Relief's projects



Maintain and update the website on a day to day basis through the content management system

- Working with the Fundraising and Supporter Care Department, update the website with up to date information involving UK based activities and initiatives
- Working with the Campaigns team, update the website with the relevant campaigns material
- Working with the External Relations Unit, update the website with press releases and other media related content

Syndicate content across other Islamic Relief channels

- Ensure that all new content is syndicated across Islamic Relief platforms, such as social media platforms and blogs, as necessary

Promote content across third party platforms

- Promote content to third party digital content publishers
- Extend reach of Islamic Relief messaging and content through bloggers and other similar methods

Create content for Islamic Relief's email campaigns

- Working with the Website and New Media Manager, develop email marketing campaigns
- Using Islamic Relief's email system, create content for various email campaigns

Develop supporter relationships on Islamic Relief social media platforms

- Engage with supporters on social media platforms such as Facebook and Twitter
- Update supporters of Islamic Relief's activities on social media platforms
- Answer queries and requests from supporters on social media platforms

Establish and maintain a dedicated Islamic Relief blog site

- Working with the Digital Manager, develop a blog site with engaging content
- Working with the Programmes Department, engage with Islamic Relief staff around the world to develop engaging stories, showcasing a world view.

PERSON SPECIFICATION

It is essential that the post holder shows a good understanding and sympathy with the Islamic values and principles as well as commitment to Islamic Relief's vision and mission.

Essential:

Knowledge, Skills and Qualifications

- Excellent written and verbal communication skills.
- Proven understanding of Web 2.0 technologies, popular social media platforms and content management systems
- Experience of variety of content formats including video, audio, podcasting, blogs, email and mobile
- Proven understanding of search engine optimisation and competent with HTML and website analytics
- Working knowledge of Macromedia Creative Suite



Experience

- Experience of creating digital content
- Experience of using content management systems
- Third sector experience, specifically within a digital role
- Experience of supporter engagement on social media platforms

Personal Qualities

- Proven record of excellent people and interpersonal skills with strong communication skills at individual and group levels.
- Creative and innovative approach to digital media
- Highly organised and strong team player
- Willing to work evenings and weekends, particularly during emergency campaigns

Signed by: _____ (Direct Line Manager)

Signed by: _____ (Divisional Director)