

RAMADAN TENT PROJECT

Role: Marketing and Communications Manager

Reporting to: CEO

Responsible for: Creative Coordinator, Social Media Volunteers, Photographers/Videographers, Web Developer, PR Agency

Salary: £25-£30K per annum (dependent on experience)

Contract Type: Full-time, permanent (40 hours a week), open to job-share Part-time (20 hours a week)

Start date: September 2024

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

Deadline: 11:59pm, Friday 30 August 2024

Purpose and Key Responsibilities:

The Marketing and Communications Manager is responsible for overseeing all marketing & communications activity and lead the development and implementation of the overall content and digital marketing and communications strategy. This will include overseeing brand management, content creation, online and offline promotional materials, website design, ensuring consistency and coherence in all our branding (Ramadan Festival and all other sub-brands of the charity) across all channels. Drive fundraising & commercial growth and public engagement via day-to-day delivery of our digital content calendar, events, newsletter, social media, website analytics, and marketing analytics. We are looking for an individual with a confident ability to brief, review and advise creative agencies and our in-house creative team to produce campaign content including print, digital, fundraising and event collateral and materials. This role will also work closely with the CEO and PR agency as required, liaising with press and media requests across all events.

General:

- Build & develop RTP's digital marketing communications plan & increase its brand awareness
- Work closely with the CEO to develop & review and enhance existing organisational marketing and comms strategy
- Working collaboratively with the Programmes and Festival Manager and Events Manager to ensure consistency in brand message and marketing KPIs achieved across all curated events
- Review all marketing activity (e.g. website visits, bounce rates, email delivery, open and click-through rates, event attendance and feedback) to measure effectiveness and optimise return on investment, delivering against KPIs
- Proactively support the development and implementation of campaign designs to achieve RTP's mission of 'bringing communities together', working closely with other departments
- Track, monitor, and report quantifiable targets (yearly, quarterly, project-specific) on all marketing (online & offline) campaign performances across all digital platforms for CEO
- Close stakeholder engagement with partners/sponsors to drive identification of key marketing opportunities
- Develop RTP's storytelling/brand to connect our cause with all key stakeholders and audiences
- Main point of contact on event days for all offline marketing/comms incl. TV, radio, & press
- Identifying areas of financial growth and ensuring all content marketing initiatives drive traffic and engagement that leads to the commercial growth and increase in funds raised for RTP
- Develop content calendar and comms strategy in line with fundraising timeline for Ramadan Festival (including all other events during the year) optimising RTP's channels towards reaching the fundraising target
- Lead digital marketing activity to drive income through digital fundraising marketing and other conversions, such as opt-ins, challenges and volunteer sign ups
- Creating, implementing and optimising the newsletter strategy developing the RTP brand, increasing user engagement/subscribers list, and call to action with weekly communications

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- Support integrated marketing and communication campaigns designed to increase the reach and reputation of the charity against agreed KPIs, as well as engagement KPIs
- Ensure safeguarding policies are adhered to internally within the marketing and comms team
- Maintain clear, effective communication within the marketing and communications team to ensure the timely production and dissemination of content across all channels
- Work collaboratively with the Head of Volunteers for the recruitment and training of social media volunteers across all RTP events, overseeing all tasks, responsibilities and schedules
- Creating briefs for social media volunteers on what content to capture, proofread and disseminate across different channels within a set deadline pre/post event. As well as providing feedback and guidance to continuously engage and to ensure high quality content
- Updating all communications via Eventbrite with attendees and ticket holders pre/post event
- Creating a ticket ballot system via Mailchimp and overseeing ticketing marketing strategy with partners, sponsors and key stakeholders
- Update and review template for data-sharing agreements with respective partners and sponsors

Content and Copywriting:

- Creating and implementing a comprehensive content calendar, ensuring the promotion of all our projects, events and work streams with adherence to overall marketing strategies
- Ensuring digital marketing campaigns execute clear, concise brand messaging adapting content across online platforms including LinkedIn, Facebook, Instagram, Twitter, YouTube, TikTok, Mailchimp, driving traffic to the website
- Ensuring our content maintains brand consistency in tone and messaging
- Copywrite content and captions for fundraising pages, blog posts/articles for newsletter, social media posts in addition to the website
- Creating and copywriting all RTP event pages via Eventbrite and working with Creative Coordinator on producing graphics
- Overseeing the timely dissemination of content from briefing, creation to posting
- Liaising with the Creative Coordinator, Web Developer, Videographers, Photographers and Social Media Volunteers to receive and review assets for content creation, in a timely fashion
- Working with the Creative Coordinator to ensure the creation of relevant and engaging content in line with the marketing strategy and calendar
- Maintaining, updating and organising the digital content library, ensuring all visual content (videos and photos) is promptly uploaded post-event
- Liaising with partners and sponsors to ensure the receipt of all digital collateral in a timely manner to sign off for use
- Collaborate with the wider team to collect service insights, evaluation, feedback, and industry news for informing content creation
- Develop and maintain segmentation strategies to tailor content to different audience segments, effectively
- Briefing and proof-reading work done by creatives and supporting the creative process with designers, copywriters, agencies and freelancers
- Managing print and production process for marketing collaterals (banners, merchandise etc.)

Website:

- Consistently refresh and optimise the website for SEO and performance, including, copywriting and uploading content (online and offline) via WordPress
- Report on findings for web analytics and other KPIs (traffic, keywords, SEO performance).
- Develop and lead the charity's digital marketing and communications plan
- Briefing the Creative Coordinator on key tasks, including web pages to be designed and graphics to be created for use on website
- Briefing the Web Developer on updates in a timely manner, with clear deadlines
- Ensuring the team has all necessary resources to complete tasks (e.g. web developer receives web pages in the correct format at time of brief)

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Essential Experience, Knowledge, Skills & Abilities Required:

- Min. of 3 years experience in a similar role with excellent attention to detail & eye for creativity
- Experience of growing a brand's reputation, audience segmentation, following and engagement online through digital advertising and social media efforts
- Excellent proficiency and experience in successfully managing social media accounts (including Facebook, Instagram, LinkedIn, Twitter, and TikTok) + using analytics tools to optimize content and reach, making recommendations for improvement
- Excellent command of English & verbal/written communication skills and copywriting abilities
- Excellent people skills with an ability to build strong relationships quickly with a range of stakeholders with a passion for storytelling and RTP's mission
- Experience of planning, scheduling, delivery, and management of integrated marketing and communication campaigns to support a range of goals, including fundraising and engagement
- Excellent proficiency in budget expenditure; setting & managing digital marketing budgets
- Experience in updating website content and successful SEO management
- Knowledge of fundraising and strategic income generation
- General knowledge of the arts and culture sector, festivals, galleries and museums
- Proven ability to work proactively under pressure using own initiative, prioritising work and meet deadlines, with well-developed and excellent time management
- Demonstrable experience of managing teams of people across different skillsets, including volunteers
- Proficiency with Office 365 suite of products, Mailchimp, Eventbrite, and WordPress

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, Events Manager)

Please note:

- We are unable to consider your application without both a CV and cover letter
- Interviews will take place on a rolling basis
- Applications will close at 11:59pm on Friday 30 August 2024, applications received after this time may not be considered
- Should you have any questions, please write to info@ramadantentproject.com with Query: the role you are interested in (e.g. Query: Programmes and Festival Manager)