Role Description for Social Media and Marketing Officer (Trustee)

We actively encourage applicants who identify as LGBTQIA+ Muslim

The **Social Media and Marketing Officer** role sits on the Board of Hidayah and is pivotal to the team. From creating campaigns, collaborating with external organisations and other Trustees, to drafting statements in response to global events, this position is varied, creative, and hugely rewarding. Our social media is how we communicate with current and potential Hidayah members, and ultimately showcases the work we do and our values.

Your duties will include, but are not limited to:

- Implement marketing and social media campaign strategies to spread awareness about the work Hidayah is doing, particularly advertising our events or fundraising
- Researching trends and current affairs to inform content including monthly Hidayah newsletter
- Managing the social media volunteer team; delegation of tasks (both ad hoc and longer term projects); holding 1:1s, supporting with onboarding, training, and personal development
- Creation of graphics, short and long form content including videos
- Managing the website (Wordpress), ensuring that all information about events, press features, blogs and social justice campaigns are up to date and easily accessible
- Networking and collaborating with external organisations and individuals, both in person and online, as well as press organisations and news desks
- Drafting press releases and statements with other Trustees in response to relevant media events
- Keeping a database of press contacts and likeminded organisations

What is the purpose of the role?

The Social Media and Marketing Officer will lead Hidayah's work on social media, communications, stakeholder engagement, gathering intelligence, and representing Hidayah's view to outside audiences as well as contributing to the effective running of the team.

How much commitment is required?

The role is subject to a 6 months probationary period. We are flexible around your own schedule, however, the following commitments are in place for all members of the Hidayah board:

To apply for this role, please send your **CV and cover letter** to Emmanuel at hr@hidayahlgbt.co.uk.

- To be able to attend all Trustee meetings (including yearly AGM and Strategy Day) and to deliver comprehensive update each board meeting
- To complete actions as and when they appear
- To attend Hidayah events (where possible due to geography); engaging with attendees and participating in activities, assisting fellow Trustees in set up and clear up
- To be part of the Discord group and regularly communicate with other Trustees and volunteers; to keep up to date with Hidayah developments
- To facilitate regularly 1-1s with Social Media volunteers, as well as attend regular 1-1s with line manager
- To contribute toward and to maintain the administration of our file sharing system 'Google Drive' so it is always up to date with clear records, templates and forms
- To check emails and to respond when needed
- Enthusiasm, dedication, responsiveness, flexibility and eagerness in supporting the aims, vision and mission of Hidayah
- To contribute toward the Annual Report once a year
- To be in post until the next AGM

What do we expect from a Social Media and Marketing Officer?

Please note that you must agree with and fit the criteria below to be eligible to volunteer in this role:

Essential:

- Have experience of managing social media in a professional capacity or able to provide a portfolio of examples
- Experience with line managing, developing, coaching and motivating staff
- Experience with creating social media campaigns/strategy and project management
- Strong organisational skills; a proactive self-starter who can volunteer with minimal supervision
- Friendliness, enthusiasm, dedication, responsiveness, flexibility and eagerness in supporting the aims, vision and mission of Hidayah.
- Excellent communication skills; ability to foster new relationships with individuals and organisations at all levels
- A team player with a solution-focussed approach and creative mindset
- A willingness to learn
- Ability to understand confidentiality, equality and diversity and safeguarding procedures

Desirable:

- Hold a degree in marketing
- Ability to respond to resolving conflict situations if needed
- Experience with creating long form and short form video content
- Experience with developing fundraising campaigns
- Experience in PR or similar field of media

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What benefits do I get from this role?

- Contributing to Hidayah's cause.
- Strategic experience and development.
- Development of professional networking skills.
- Development of personal skills.

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