



JOB APPLICATION PACK

GRAPHICS DESIGNER

Thank you for your interest in the role of Graphics Designer. Islam21c is on a mission to inspire confidence and create impact through **transformational digital content**.

Founded in 2006, Islam21c.com is an online platform that articulates Islam and Current Affairs narratives to Muslims in the West. As a powerful media initiative we aim to counteract Islamophobia and the negative misrepresentation of Muslims in the media and instead work to represent Muslims in a positive light, to set the agenda and push the correct narratives so that our beliefs, practices, and values are not openly ridiculed in the media.

Islam21c is fast becoming a leading online reference point dedicated to providing Islamic guidance and solutions by researching and analysing contemporary challenges faced by western Muslims living in the 21st century.

Islam21c strives to articulate orthodox Islam in a **modern context** and is dedicated to providing intellectual discourses on Religion, Politics and Society. Commonly it has been held that classical Islam is at varied odds with modernity and that this 'medieval' way of life cannot be realised in contemporary society. However, Islam21c seeks to show that Islam is a comprehensive world view incorporating a way of life, a system of belief, a 1400 year old history and an extensive and divine system of law. We envisage a classical, orthodox, and traditional Islam in contemporary Western society, with the aim to highlight, critically analyse, and systematically educate the masses by way of providing insightful commentary and exploring key themes.

We believe that Islam has a great deal to offer the West and that a clearer and more equal exchange of ideas will lead to a flourishing of the quality of life for Muslims and non-Muslims alike.

Alhamdulillah, we have come through a significant transition period and whilst we have improved in the last few years, we still need more work done and we are looking for people who are up for the challenge of working in such an exciting environment. We have a very committed and talented staff team who have been part of this journey, with the support of a number of leading Muslim scholars, Imams, thinkers, and professionals from a variety of backgrounds we thrive in a vibrant and challenging environment.

The next 12-18 months will provide further challenges ahead, as we aim to reach our vision which is to see every Muslim confident and impacting the world. We are looking for talented people who are excited by change, love working in a constantly vibrant and fast paced environment and who are committed to inspiring confidence and creating impact. If this is you, then please read on.

Graphics Designer

The Role

Islam21c is looking for a proactive and motivated Graphics Designer who will be responsible for the creative design requirements of Islam21c. At Islam21c, we see graphic design as visual storytelling that engages, informs, and inspires helping us to achieve our mission to inspire confidence and create impact through **transformational digital content**.

Our ideal candidate will have expert knowledge of current design software and skilled with every step of the design process from concept to the final deliverable. Collaborating with multiple teams at our company, the graphic designer should be able to take direction from written or spoken ideas and convert them into a design that connects.

The successful candidate will have a thorough understanding of branding and marketing, with the ability to vary style and layouts depending on the project. If you think you have what it takes to bring ideas to life with visual impact, we want to hear from you.

How to apply

Please apply through the application form on <https://www.islam21c.com/jobs/>, ensuring to attach your CV, a portfolio and two references.

Think carefully about the skills, knowledge and experience in the advert and cover this in your CV and cover letter. We want to know who you are, what you've worked on and why you think you'd be a fit for our team.

Should you wish to discuss the role prior to application please contact Mahmud Syed at Mahmud.Syed@islam21c.com to arrange a conference call.

Due to the volume of applications received, we regret that we will not be able to contact applicants unless you are short listed for an interview. Therefore, if you have not heard from us within 72 hours of the application deadline, you should assume that you have not been successful on this occasion. Due to time and capacity constraints, we are unable to provide feedback on unsuccessful applications. We apologise for any inconvenience this may cause.

Application closing date: 31st January 2021

Please note - We will be reviewing applications as soon as possible and on a rolling basis, therefore we may schedule interviews before the closing date.



Graphics Designer | Job Description

Job title: Graphics Designer

Responsible to: Media Manager

Responsible for: Media Department

Salary: Competitive and Negotiable

Location: Whitechapel

Hours: 20 hours per week

Contract: 3 months with potential for extension

Application closing date: 31st January 2021

Start date: Immediate

KEY RESPONSIBILITIES

We are searching for an experienced Graphics Designer that can collaborate, brainstorm, and strategize with multiple teams or clients for a wide range of materials that may include web pages, presentations, programming collateral, signage, internal communication, newsletters, and marketing materials. You should be well organized, proactive, and have the ability to inspire those around you. Key responsibilities will include:

- Develop concepts by hand or with software, and execute original content determining ideal usage of colour, text, font style, imagery, and layout
- Manage the design and uploading process of all project material, understanding best practices for using a content management system
- Assess the creative design elements of the whole project and plan improvements
- Develop branding guidelines across the whole project
- Creating Visual Graphics for Social Media campaigns and website
- Creating Marketing material for Islam21c and Fundraising
- Creating Graphic elements for Visual productions
- Be involved in design and user improvements of the Islam21c website

OBJECTIVES

- Work on a wide range of projects and media, using various computer software to visualize and develop innovative graphic designs that meet business goals
- Obtain input from Media Manager, ensuring designs meet organisational standards and brand expectations, express ideas accurately, and represent the company or client appropriately
- Work independently and cooperatively on multiple projects with the Media team, meeting deadlines and budget constraints, and scheduling project implementation based on workload.

- Examine existing processes, identifying flaws and creating solutions to improve design capabilities
- Update and maintain internal databases of designs, photography, and video

PERSON SPECIFICATION

CRITERIA	Requirement
QUALIFICATIONS	
Good general education, typically to the Higher/A level equivalent, or equivalent qualification or work experience in a relevant area	Essential
A relevant qualification in graphic design, art, or similar discipline / Educated to degree level	Desirable
EXPERIENCE	
Usage of Adobe products and design software, including Illustrator, InDesign, Photoshop, etc.	Essential
Proven experience with graphic design, with a strong portfolio of work	Essential
Working within the charity sector and with Muslim communities and organisations	Desirable
Demonstrable experience of working effectively with others and independently	Essential
Experience with planning multiple projects and delivering to deadlines	Essential
ATTRIBUTES/SKILLS	
Able to understand working with a complex organisation	Essential
Exceptional creativity and innovative design skills	Essential
Ability to quickly build relationships with others	Essential
Proficient in e-communication	Essential
Organizational and time-management skills for meeting deadlines in a fast-paced environment	Essential
Excellent planning, organisational and administrative skills – with a particular focus on attention to detail	Essential
Self-motivated and self-reliant	Essential
An eye for detail plus the ability to produce accurate work when under pressure.	Essential
VALUES AND ETHICS	
Desire to help change people for better	Essential
Values Islam21c's role in society	Essential
Goes the extra mile	Essential
Demonstrably high standards of personal integrity	Essential

SKILLS AND COMPETENCIES

- High level of initiative, efficiency and self-motivation
- Excellent organisational, and time management skills
- Ability to work independently and with minimal supervision
- Ability to plan, balance and cope with competing priorities.
- Creative, innovative and pro-active.

- Strong team working orientation, with the ability and social skills to work collaboratively with staff at all levels.
- Willing and able to work evenings and weekends when required.
- Strategic thinking and the ability to spot opportunities
- Confident and assertive, dynamism and the ability to motivate people
- Share a deep passion for the objectives of Islam21c
- Broad knowledge, empathy and understanding of Islamic principles

Additional Personal Qualities we're looking for:

- **Sincerity**, a sincere person who values what we do, believes in where we are wanting to go and upholds the pristine values of Islam.
- **Trustworthy & well organised** - you're able to apply good judgement, knowing how to budget your time, prioritise and manage multiple work streams and demonstrates attention to accuracy & detail.
- **Results-focused**, with demonstrated ability to work well under pressure and meet deadlines, to assess priorities and multi-task and work independently when necessary
- **Dedicated**. You have high levels of motivation and are happy to burn the midnight oil to make magic happen on the Internet.
- **Proactive** - You are curious, take initiative to improve processes, and take personal accountability for the work you do. You are a team player and a self-starter, able to thrive in a fast-paced, remote and results-oriented environment, independently and collaboratively as a team member.
- **Attached to high standard of quality**, balanced with the ability not to let "perfect" get in the way of "good."
- **Detail-oriented**, with a knack for noticing discrepancies.
- **Great with people** – You have a strong team ethic; you know how to build and maintain healthy relationships and are able to work collaboratively with creative teams and external agencies to successfully meet deadlines. You give constructive feedback and are open to receiving feedback.
- **Mastery**. You have a desire to become an expert at what you do.
- **Creative, innovative** and motivated to design & build things where they do not already exist. Intellectually curious and wanting to try new approaches to increase traffic.
- **Strategic thinker**, able to see the big picture while maintaining focus on daily details
- **A quick learner** - you assimilate new information, show a passion for self-development
- **Excellent stakeholder management skills**. A good influencer with an ability to build and maintain strong relationships at all levels.
- **Excellent interpersonal and communication skills** with an ability to communicate and present ideas/strategies to different audiences and a passion for finding solutions to enhance performance.

Any other tasks that would be deemed suitable within this role as directed by line manager

Employee Benefits:

- An opportunity to make a tangible difference in the world, by joining us, you are becoming part of a huge Dawah project established since 2006 changing the lives of millions.
- Hybrid and flexible remote/office work
- Annual paid leave and Eid holidays
- The opportunity to join a fantastic team of passionate, motivated, inspiring and driven individuals who will support you at every stage of your journey
- Regular social gatherings and an intimate, collaborative environment
- Plenty of opportunity to learn and grow, with access to personal development programs
- Access to Islamic seminars and events at discounted rates
- Our office is based in East London, at a walking distance from East London Mosque
- Option of flexible working hours
- Work directly with leadership team – flat hierarchies and small teams
- Opportunities for growth and greater seniority