

## JOB DESCRIPTION

### Marketing Lead (Full-Time)

#### SUMMARY

Title: Marketing Lead  
Salary: £24,000 - £36,000  
Reporting to: MD  
Hours: 32 hours per week  
Contract: Full-Time, Permanent  
Location: Mixture of working from home and some days in office (East London)

**APPLICATION DEADLINE: 30/09/2022**

#### THE ORGANISATION

Beginning our journey in 2006 to see every Muslim confident and impacting the world, Islam21c's mission is to inspire and empower Muslims with prophetic guidance and solutions through transformational digital content.

We seek to develop confident Muslims, who are able to bring positive, practical change to society. We believe this can be achieved by authentic Muslim voices, orthodox Islamic guidance, and contemporary advice across the digital expanse.

Alhamdulillah our content is read, viewed, and listened to by millions across the globe.

#### THE ROLE

The Marketing Lead is an ambitious, creative, enthusiastic, individual, who strongly believes in our mission and principles and is excited by creating change through transformational digital content. They will be responsible to help create and spearhead i21c's marketing and growth strategy for the i21c brand, website, SM channels and portfolio of products.

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- **Strategy development:** Research, develop and recommend the long-term strategic growth strategy and plan for traditional, social, and digital media.
- **Implementation of strategy:** Oversee the implementation of our digital and offline marketing strategy; ensuring that we optimise the appropriate channels to enhance brand awareness, increase our readers' engagement and drive audience hitting planned annual targets.
- **Brand Management:** assume role of brand guardian, keeping an eye on activities and material to make sure the brand profile is consistent with the mission and visual identity.
- **Leadership and management:** Lead and manage a team of contractors, staff, and volunteers. Ensure i21c is working in an efficient and effective way following best practices and targets are being met.
- **Growth and Trends:** Researching and understanding marketing and Social trends and looking for ideas, ensuring i21c remains relevant and searching out avenues for growth.

## **PERSON SPECIFICATION**

- Degree is desirable.
- At least five years of experience in planning and implementing both online and offline marketing campaigns with a proven track record of success.
- Experience in growing, leading, managing, and holding to account a team of staff and volunteers.
- Team player yet confident working alone, with ability to identify and formulate thoughts on critical issues.
- Able to grasp and interpret i21c's vision and mission and create narratives and compelling campaigns around them.
- Ability to look beyond own area of expertise, and willing to go the extra mile to learn, develop and deliver results.
- Ability to work well under pressure, to meet tight deadlines in a stimulating environment while managing multiple campaigns.
- A personal commitment to our vision and mission.
- Professionalism and best practice in all duties.
- Proficiency in using standard word processing, financial modelling and presentation software and online tools.
- Excellent written and verbal communication skills.
- Broad knowledge, empathy, and understanding of Islamic principles
- Excited by change, loves working in an active, fast-paced environment, and is committed to inspiring confidence and creating impact.

## **HOW TO APPLY**

In order to apply for this role, you must have the right to live and work in the United Kingdom.

The deadline for applications is 9:00pm on Friday 30th September 2022.

Please submit your CV and a cover letter of no more than two sides.

In the cover letter, please focus on the following:

- What the i21c's vision and mission mean to you
- What activities you would prioritise in your first year in this role
- What success would look like to you after three years

To submit your application, please go to [islam21c.com/jobs](https://islam21c.com/jobs) or if you have any questions about any aspect of what is required for the application, please email [yunus.abdullah@islam21c.com](mailto:yunus.abdullah@islam21c.com) and [salman.butt@islam21c.com](mailto:salman.butt@islam21c.com).