



Social Media Coordinator (12 months maternity cover)

Islamic Relief Worldwide

BASE LOCATION:	London or Birmingham
Reporting to:	Head of Media and External Relations
Line management:	None
JOB SCOPE AND PURPOSE: <ol style="list-style-type: none">1. Leading impactful and creative social media work that supports wider organisational and divisional strategic objectives and puts social media at the core of IRW's communications, advocacy and fundraising efforts2. Strengthening IRW's brand and online profile and engaging new audiences, particularly on priority issues such as gender justice, climate change and humanitarian crises3. Ensuring that IRW's social media engagement is driven and informed by analysing data and evidence and assessing global trends4. Supporting global social media work across the IR Family, including members and country offices, by creating compelling and timely content and providing strategic leadership5. Building organisational capacity on social media engagement and influencing	
PURPOSE OF DIVISION: <p>The Social Media Coordinator is a member of Islamic Relief Worldwide's Media and External Relations department, which is part of the External Relations and Advocacy (ERA) division.</p> <p>The ERA division aims to drive communications and campaigns that help to build significant growth in the impact, influence and income of Islamic Relief, and cement its reputation as the leading Muslim voice in aid, development and campaigning for change. The ERA division works closely with member and field offices around the world and its responsibilities include global advocacy; international media and external stakeholder engagement; content creation; managing IRW's website, publications and social media platforms; brand protection and reputation management; internal communications; and staff training.</p>	

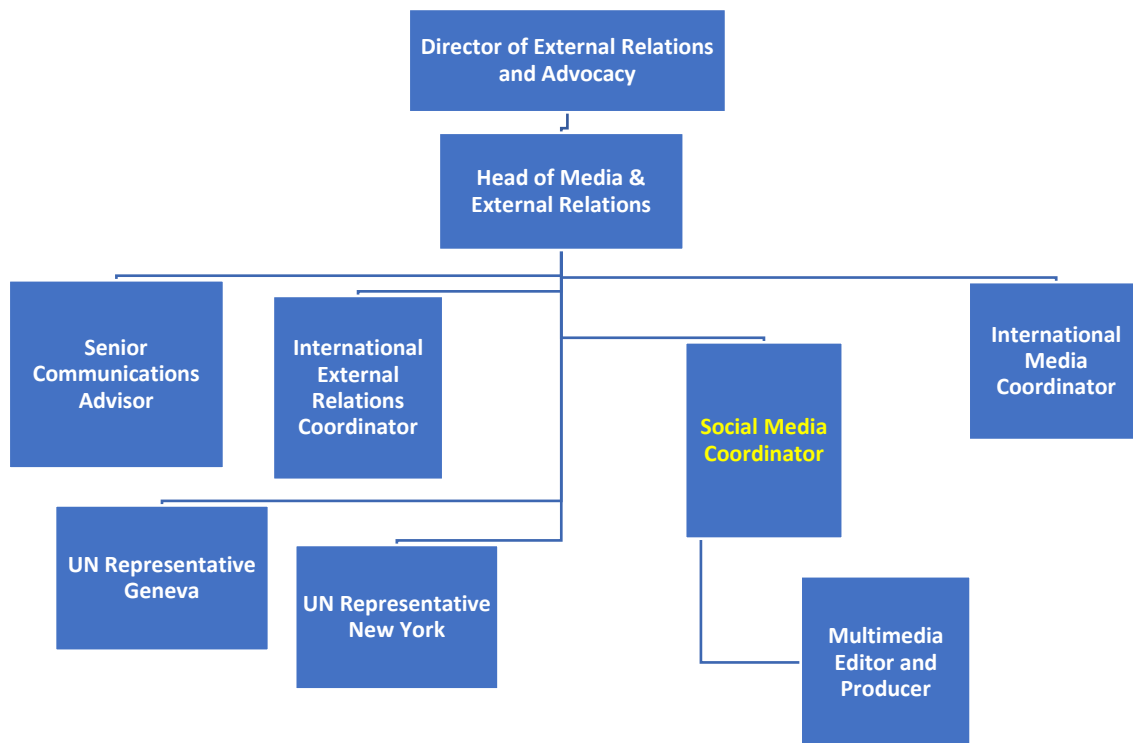
KEY WORKING RELATIONSHIPS:

The Social Media Coordinator will build close working relationships with teams across Islamic Relief, in particular with other members of the External Relations and Advocacy division; social media staff in Islamic Relief member offices and field offices; and fundraising staff. The post-holder will also build external relationships with relevant peers at other NGOs and UN agencies.

RESPONSIBILITY FOR RESOURCES:

The Social Media Coordinator will not directly manage a budget but will be responsible for overseeing the work and timely delivery of consultants and/or interns, ensuring safeguarding processes and other relevant policies are followed, and appropriately dealing with sensitive and confidential personal information. The role also has significant responsibility in protecting the Islamic Relief brand through how the organisation and its work are communicated and perceived externally.

STRUCTURE OF TEAM:



KEY ACCOUNTABILITIES:

The jobholder is accountable for fulfilling his or her roles and responsibilities in line with Islamic Relief Worldwide's values and principles. The jobholder will:

1/ Lead the design and implementation of IRW's social media strategy

- Manage and approve all output across all IRW social media channels, including Facebook, Twitter, Instagram, YouTube and TikTok
- Ensure that IRW's social media output contributes to the delivery of the wider IRW global strategy, and aligns closely with the External Relations & Advocacy (ERA) Division's strategic objectives and KPIs
- Ensure that IRW's social media provides an up-to-date picture of our work and positions IRW as an active, vocal organisation that engages with its supporters and advocates on priority issues including the rights of women and girls, humanitarian crises and climate change
- Decide key strategic moments and deliverables by producing and maintaining an up-to-date content calendar to guide the ERA division, country offices and member offices
- Use social media to develop creative ways to support IRW's external relationships and partnerships with other NGOs, UN agencies, governments, donors and individuals
- Ensure rapid content, information and updates are posted on social media in response to breaking news and emergencies
- Come up with creative ways to grow IRW's profile and influence and support strategic objectives – for example by building and managing relationships with online influencers and opinion formers (such as relevant religious figures, activists, campaigners, celebrities and academics); identifying and trialling new social media platforms to engage strategic target audiences for fundraising and advocacy; and working with field offices to increase direct engagement between online supporters and communities
- Lead on developing specific social media strategies for high-profile events and campaigns
- Proactively seek out opportunities for greater engagement on social media and bring innovative ideas and approaches to the organisation and ERA division
- Advise senior management (e.g. ERA Director, Head of Media and External Relations, Head of Advocacy) and other departments/divisions (e.g. advocacy, International Programmes) on how they can most effectively use social media to achieve their strategic objectives
- Support and advise key senior staff, such as the CEO and Directors, to build their individual social media profile and reach

2/ Ensure high quality content for IRW social media channels

- Decide what content is or isn't published on IRW channels and ensure quality control

- Explore innovative ways to communicate IRW's story, work and values to our target audiences, and establish IRW as a sector-leading agency in using social media to improve accountability to supporters
- Oversee and approve production of multimedia content to also support traditional media, external relations and advocacy needs
- Create original social media content, including video and graphics
- Manage complex information and data from field offices and other divisions and repackage this information accurately and appropriately for social media
- Design and create content that increases IRW's interaction with supporters and other key audiences
- Attend public-facing events and generate and approve relevant content as required
- Develop and approve engaging copy for social media channels
- Line manage the work of interns and/or freelancers that may support the organisation with social media as required

3/ Use data and analysis to maximise the reach and engagement of IRW social media channels

- Manage and analyse data and information in order to decide on the most effective social media strategies to engage donors, existing supporters and potential new supporters
- Utilise marketing principles to ensure strategic use of social media
- Manage data and personal information in accordance with data protection laws
- Monitor growth and audience engagement across all IRW social media channels
- Analyse current social media trends in order to decide which platforms to prioritise
- Produce regular reports with analysis of IRW's social media performance against strategic objectives and KPIs, and provide recommendations for senior management and to inform future decision making
- Manage use of social media publisher tools such as Hootsuite

4/ Support and coordinate impactful social media engagement across the wider Islamic Relief family

- Act as the main point of contact for social media at IRW – including providing internal clients with strategic advice on social media and best practice for reaching target audiences, and advising staff wishing to disseminate information or promote work via IRW social media channels
- Build and maintain strong working relationships with social media leads across the IR Family
- Decide which key moments to prioritise for intensive support to the wider IR Family
- Provide training and technical support to IR country offices, field teams, social media focal points and programme staff around the world
- Develop tips and guidelines on social media for country offices

- Produce and coordinate social media toolkits – including engaging copy and additional multimedia – that can be utilised by country offices and member offices for global campaigns, fundraising drives, international days or events, or other key calendar moments
- Work closely and collaboratively with other IRW departments and divisions – particularly with Editorial and Global Advocacy teams to ensure a complementary approach to web and social media output; and with Network & Resource Development (NRD) and IR UK to maximise exposure of IRW’s programmes
- Represent the Media & External Relations team in the Content Creation Working Group, and other working groups as relevant
- Advise other teams and management across IRW so they understand the value of social media and how it can support their strategic goals, and are aware of social media approaches, best practices and strategic engagement

5/ Build and protect IRW’s brand and reputation online

- Ensure that content on official social media channels complies with IRW policies and standards, including safeguarding and ethical communications
- Build the IRW brand, and act as brand guardian, by ensuring consistency of messaging, tone of voice and style across social media content
- Identify potential online threats to IRW’s reputation and work with other team members to manage reputational risks
- Monitor official organisational Islamic Relief social media accounts (e.g. field offices) to ensure compliance with IRW policies, and escalate non-compliance to relevant focal points as needed
- Support screening and monitoring of individual social media accounts as required
- Work closely with the Head of Media & External Relations and other members of the team to develop and update key policies, including the Organisational Social Media Policy and Personal Social Media Policy, and coordinate their dissemination and roll-out including through training and producing guidelines
- Work with Head of Media and External Relations to develop and implement a process map for social media sign off and content development

Other responsibilities

- Provide weekend or flexible out-of-hours cover for social media as and when needed
- Perform other relevant duties and make social media posts as requested by line manager
- Make recommendations to departmental head on budgeting for social media including marketing and equipment
- Represent Islamic Relief to the wider community and external clients

- Promote Islamic Relief's principles and values both externally and internally
- Treat all colleagues, volunteers and members of the public with dignity and work within and adhere to Islamic Relief's equal opportunities statement and policies

PERSON SPECIFICATION:

The successful candidate will be passionate about telling people's stories in creative and compelling ways. The candidate will have:

Personal qualities

- Committed to integrity and IRW values and to IRW's humanitarian mission
- Sound emotional intelligence and acts with professionalism
- Has a positive demeanour and disposition, and able to overcome setbacks
- Flexible, and able to adapt to changing situations and priorities
- A learning attitude and a philosophy of continuous improvement
- Energetic, creative and determined
- Confident in providing expertise to other teams
- Works well collaboratively and in teams

Knowledge, skills and qualifications

- Good interpersonal communications skills
- Educated to degree level in a relevant subject
- Extensive knowledge of latest social media and online trends and platforms
- Skilled in using social media to boost influence in support of fundraising and advocacy
- Writes succinctly and engagingly
- Able to adapt and summarise detailed technical information into powerful social media content
- Understanding of how to influence change
- Understanding of the international humanitarian and faith-based sectors
- Able to recognise potential reputational risks, and act appropriately
- IT literate, including some knowledge of design/editing software and graphic design
- Fluency in another language is desirable, particularly Arabic

Experience

- Extensive professional experience in progressively senior relevant roles (social media, but also experience such as marketing, communications, media, campaigning roles)
- Significant experience of managing social media for a large charity or company

- Experience of creating impactful and innovative multimedia content
- Experience of developing social media and wider communications strategies
- Demonstrable experience of using social media to achieve impact and influence change
- Experience of working on impactful advocacy and fundraising campaigns
- Experience of working with diverse global teams, often remotely
- Experience of delivering training on social media and capacity building
- Experience of staff management is preferred