

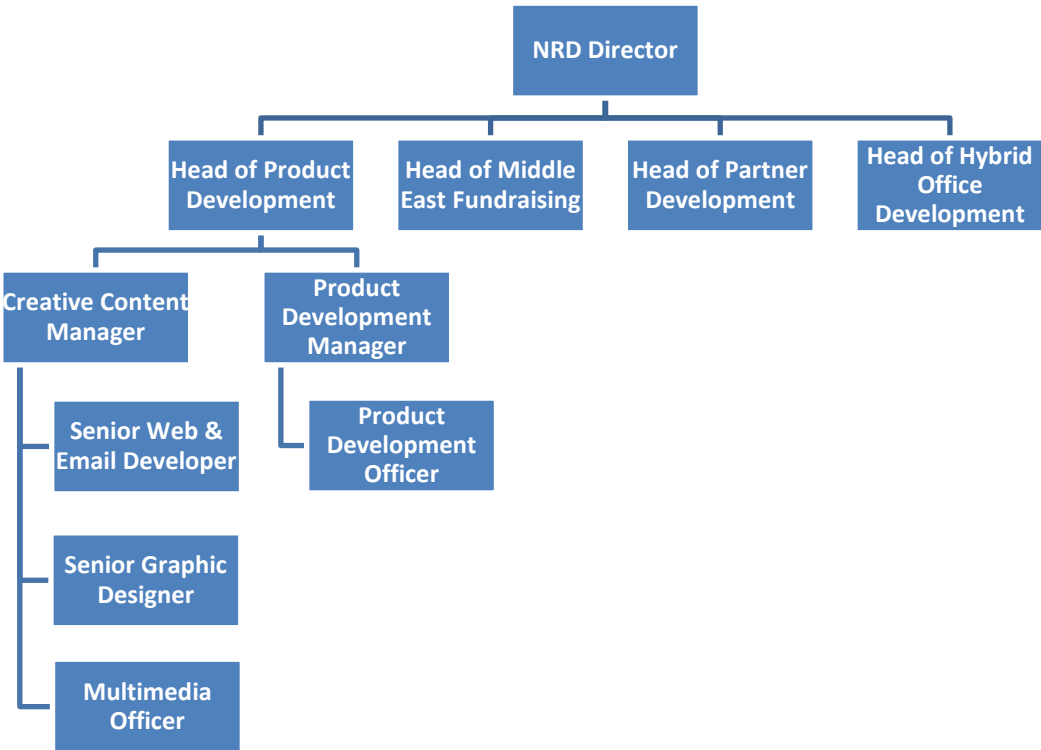
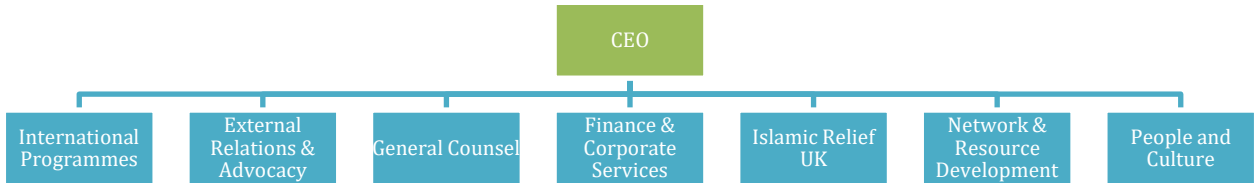


Islamic Relief Worldwide

Senior Web & Email Developer

BASE LOCATION:	Birmingham, UK
REPORTING TO:	Creative Content Manager
LINE MANAGEMENT RESPONSIBILITIES:	N/A
PURPOSE OF DIVISION / OFFICE: <p>IRW is an international relief and development charity, which envisages a caring world where people unite to respond to the suffering of others, empowering them to fulfil their potential. Islamic Relief is an independent Non-Governmental Organisation (NGO) founded in the UK in 1984.</p> <p>Product Development provides a platform for innovation throughout the IR Family, enabling new products and initiatives to be developed. It also builds the marketing capacity of emerging and recently established Partner offices as well as supports all Partners through knowledge sharing and coordination of good practice.</p>	
JOB PURPOSE: <p>The Senior Web & Email Developer is responsible for administering and evolving all websites that are managed by the Network & Resource Development (NRD) department as well as manage and utilise the donor email platform. Additionally, the role is responsible for updating all content across digital channels, maintaining standards and quality checks, utilising existing assets developed across the family, and training staff how to use relevant technologies.</p>	

STRUCTURE OF ISLAMIC RELIEF WORLDWIDE



KEY WORKING RELATIONSHIPS

- Day-to-day engagement with the Content Creation team for the production of digital collateral
- Regular engagement with Partner offices that are serviced by the Product Development department
- Regular engagement with the Partner Development department to deliver their digital fundraising activities
- Regular engagement with external development teams to constantly improve the websites
- Liaise with External Relations and Advocacy division regarding content and fundraising activities through the IRW website
- Maintain key relationships with external agencies that are utilised

KEY ACCOUNTABILITIES

The jobholder is accountable for fulfilling his or her roles and responsibilities in line with Islamic Relief's values and principles of fairness, humanity, honesty, respect and fair treatment of their colleagues and staff. The jobholder will report to the Creative Content Manager:

Area one – Ensure that all NRD managed websites are evolving with new amendments and enhancements, as well as up to date with relevant, engaging content.

1. Draft content to ensure that websites are up to date with relevant news and information
2. Ensure that all content uploaded to each website is of a high standard and relevant to the defined target audience
3. Analyse performance of websites and work with an external agency to maintain and make relevant improvements and enhancements
4. Develop digital content strategy across all NRD managed digital platforms
5. Launch fundraising appeals across all websites in the event of an emergency
6. Ensure appeal and donation pages are optimised for key fundraising campaigns
7. Manage an external agency to develop new websites, as defined by business needs
8. Working closely with the country teams, define requirements for new features on websites and manage the development of the defined features
9. Review and report on the fundraising performance of each country website to each country team as well as to NRD management
10. Develop detailed fundraising plans in order to achieve income targets
11. Analyse the performance of each managed website through Google Analytics to resolve any performance issues as well as identify opportunities to improve performance of each website

12. Leading on the launch and creation of campaign and emergency funds on the IRW website
13. Managing donation portal for IRW website
14. Managing process and change for new partner websites
15. Deciding on structure and design of new partner websites
16. Designing training workshops and follow-up sessions for staff in multiple countries (Spain, Bosnia, Kosova, Norway, Mauritius, Ireland, Paksitan) on WordPress and new Payment Portals
17. Leading training and support to receivables team (Finance) on payment portals and website backend tools
18. Leading implementation and training on new web products and tools adopted by NRD
19. Managing upgrades to payment systems across multiple Islamic Relief websites
20. Maintaining standards and quality checks of partner websites
21. Guiding staff from other teams and countries on best digital practise.

Area two – Lead email marketing activities across all NRD English language managed countries and territories and support digital marketing activities to help increase donations

1. Manage the Pardot email marketing platform and relationship with relevant Salesforce specialist
2. Develop email marketing strategy for different countries and territories
3. Manage training for all Pardot users
4. Develop content for all email marketing activities
5. Analyse email performance and prepare relevant reports to enable consistent improvement
6. Segment supporter data and develop personalised, segmented email marketing activities
7. Develop automated email programme
8. Develop email supporter journeys with a view of retaining supporters
9. Work with country teams to develop fundraising campaigns, providing relevant digital related input
10. Working with internal stakeholders, assist in the creation of digital marketing collateral and content for the digital platforms
11. Maintain relevant Youtube channels, ensuring all relevant videos are uploaded
12. Support NRD managed countries with social media content creation

PERSON SPECIFICATION

Experience

- Experience of using Google Adwords and Analytics
- Experience within a content development role
- Understanding of the charity sector and the fundamentals of digital marketing
- Experience of working within a Wordpress environment

Knowledge and skills

Updated: Dec 2023

- Have a good understanding of popular digital marketing platforms
- Have a keen interest and understanding of trends and regular changes in the digital landscape
- Have a good understanding of email marketing
- Have a good understanding of analysing data and metrics to improve performance
- Excellent writing skills, particularly for web
- Excellent verbal and communication skills
- Strong understanding of service delivery and what it takes to deliver successfully to a customer
- Ability to work effectively under pressure to tight deadlines and balance competing priorities
- Planning and organisational skills, and the ability to prioritise and plan work, set and achieve deadlines
- Good communication and interpersonal skills and good team-working with an ability to work in a collaborative manner
- Ability to develop email engagement strategy, working with in-country offices
- Results focused – ability to deliver objectives and targets with a positive drive to achieve results
- Sound understanding of the audiences that Islamic Relief communicates with
- Willingness to work autonomously, and take initiative
- Good attention to detail

Qualifications

- A marketing or web related qualification

Key personal qualities

- Is committed to Islamic Relief values, upholding the highest standards in conduct
- Willingness to work unsociable hours, including some weekends
- Creative, inspiring and energetic, with a positive demeanour and disposition, and able to overcome setbacks and motivate others
- Is highly flexible and able to adapt to changing situations and priorities
- A learning attitude and a continuous improvement philosophy

Signed by: _____ (Direct Line Manager)

Signed by: _____ (Divisional Director)