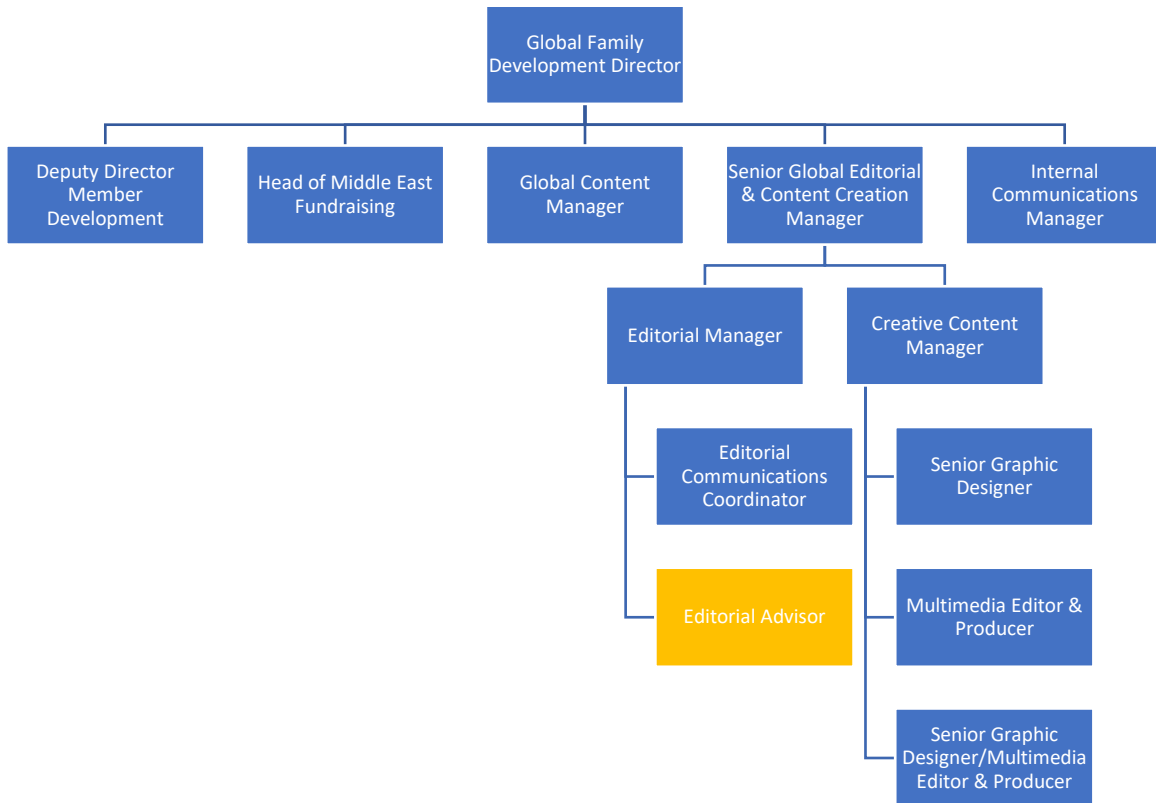




Islamic Relief Worldwide Editorial Advisor

BASE LOCATION:	Birmingham/London
REPORTING TO:	Editorial Manager
LINE MANAGEMENT RESPONSIBILITIES:	Agencies and contractors
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>The Global Family Development division:</p> <ol style="list-style-type: none">1. Develops and manages the systematic process for the establishment, development, and support of new Islamic Relief (IR) Member Offices around the world and transition of Country Office to Hybrid Office.2. Manages Islamic Relief Worldwide's (IRW) international brand, web presence and multimedia corporate communications products.3. Supports the global Islamic Relief Family through the coordination of the gathering and curation of programmatic content. This includes building the capabilities of country offices to gather content.4. Raises funds from geographic locations that do not have an official Islamic Relief presence, particularly the Middle East region, through funding from institutions as well as individual giving.
JOB PURPOSE:	<p>(A) Role specific The nature of the role is service-driven, providing editorial, design and creative services to the Islamic Relief family and working closely with staff across IR's global entities, including those in member and country offices. The Editorial Advisor is responsible for:</p> <ul style="list-style-type: none">• Primarily overseeing the creation, shaping and development of compelling multiplatform editorial content to serve the needs of the Islamic Relief Worldwide, its member entities and country offices, and continuously tell the story of the organisation's great work around the globe in inspiring ways.• Delivering editorial aspects of the Content Strategy around the globe, with a focus on fundraising, programming, and advocacy• Providing leadership for the highest possible quality and consistency of written material for the Islamic Relief brand, meeting rigorous international, sector-relevant, and ethical standards• Curating, gathering, and creating written collateral for a range of channels and audiences, particularly the IRW website.• Delivering a range of publications, managing the full process <p>(B) Organisationally The Editorial Advisor is expected to:</p> <ul style="list-style-type: none">• Provide organisational leadership, inspiration, and guidance in the field of editorial content to contribute to the vision, mission, global strategy and year-to-year objectives of IRW.• Facilitate professional and systematic communication and cooperation between the different parts of the Islamic Relief family to ensure maximum exposure of the organisation's great work around the globe.

GLOBAL EDITORIAL & CREATIVE CONTENT STRUCTURE



KEY WORKING RELATIONSHIPS

- Day-to-day engagement with the Editorial Manager, who line manages this post.
- Day-to-day engagement with other members of the Global Editorial and Creative team, which include editorial, graphic design, and multimedia colleagues.
- Day-to-day engagement with divisional colleagues including the Global Content team.
- Regular engagement with IRW staff in the International Programmes, Finance and Corporate Services, and External Relations and Advocacy divisions
- Regular operational engagement with Islamic Relief member offices
- Regular operational engagement with Islamic Relief country offices
- Regular engagement with editorial contractors.

SCOPE AND AUTHORITY

Scope of the Role

The role is responsible for all editorial content that is produced to support the marketing of the IRW brand. The role will involve some international travel, given the decentralised nature of the global brand team.



Responsibility for resources

The Editorial Advisor assists the Editorial Manager in managing written content that is curated and gathered in country offices. The Editorial Advisor is a guardian of all the written material produced by IRW to tell its story to the outside world – irrespective of platform.

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 Editorial Manager regularly and work closely with the respective colleagues across the family, on the basis of the Islamic Relief Global Strategy and annually defined key performance indicators (KPIs).

Area One: Facilitates the delivery of all editorial components for Islamic Relief, primarily serving the needs of member and country offices, with an emphasis on programmes, funding and advocacy, and champions coherent and consistent editorial execution globally.

1. Delivers the Editorial Plan through producing compelling and timely editorial content for use on the web as well as in print publications, social media, video, and PR.
2. Integrates new programming innovation within Editorial Plan with aim to harness growth and fundraising potential, as well as advocacy.
3. Provides editorial leadership to the highest standards in quality, accuracy, ethics, and consistency of the IR global brand with all entities, with oversight to all editorial materials.
4. Champions a coherent editorial vision across the Islamic Relief family with a consistent creative execution
5. Champions and periodically reviews editorial guidelines and templates to ensure a coherent tone of voice for all communications globally and continually improve editorial standards.
6. Ensures the Editorial Plan is critically analysed, regularly reviewed, and updated, with due consideration to continuous benchmarking and ensuring that continual improvements are both identified and implemented.
7. Contributes to capacity improvement by supporting the delivery of relevant training in coordination with colleagues who have primary responsibility for country office staff communications training.
8. Contributes to all elements of the editorial process from idea development, narrative shaping, signoff, and evaluation.
9. Develops editorial creativity and innovation and inspires the same across the organisation to help create a more powerful and competitive brand.
10. Ensures that the impact of Islamic Relief's work is communicated to partners, multilateral agencies, donors, the Charities Commission, and other key stakeholders.
11. Communicates with senior management to ensure that their vision and messages are reflected in Islamic Relief's editorial materials.
12. Consults and collaborates with colleagues to develop key messaging to promote Islamic Relief's work more effectively and enhance and protect Islamic Relief's reputation.

Area Two: Creates, shapes, and develops compelling multiplatform editorial content to serve the needs of the Family in a timely, relevant, accessible, accurate and high-quality manner; oversees the gathering and accessibility of editorial collateral as a service to customers within the family.

1. Lead responsibility for developing, delivering, and maintaining the Website Content Plan, working closely with divisional colleagues and other teams where necessary in order to ensure their needs are met.
2. Researches, writes, and ensures signoff of engaging website content, particularly articles and blogs, using search engine optimisation techniques to continually improve impact.
3. Uses the Content Management System to upload new content to the Islamic Relief Worldwide website and make amendments as needed.
4. Delivers the editorial components of campaigns, including seasonal fundraising and emergency appeals, and provides editing support to advocacy campaigns.
5. Provides direct editorial services – including copywriting, proofreading, and editing – to ensure editorial assets produced by other teams are of high standard.
6. Provides an editorial authorisation and sign-off service to all Islamic Relief colleagues.
7. Develops robust editorial briefs to ensure that all activity is delivered on-time, cost-effectively and reflects global best practice.
8. Proactively feeds member offices with content which increases exposure of Islamic Relief's great work around the globe.
9. Researches, writes, and secures signoff for other digital products including video and infographics.
10. Manages the editorial content within the Digital Asset Management system to provide a global resource for the organisation.
11. Travels abroad as required, possibly at short notice, to remote and difficult places on occasions, in order to gather communications material and help build the capacity of colleagues.

Area Three: Harnesses research and feedback from across the Family, and regularly benchmark within sector and relevant thematic area, with continuous analysis and improvement.

1. Carries out regular benchmarking and research to identify and capitalise on best practice and emerging trends.
2. Strengthens editorial content by actively engaging and networking with the wider creative industry.
3. Ensures regular analysis and evaluation to ensure all content hits the bull's eye. This includes conducting data-driven evaluation of web content, providing regular reports and recommendations to continually improve performance.

Area Four: Takes leadership for delivering publications, managing the full process.

1. Project manages and produces publications on time and budget, to a high standard and working to best practice.
2. Responsible for gathering information and content such as case studies and photographs, collaborating with colleagues, as well as writing and editing, gaining sign-off, proofreading, and working with designers.
3. Under the direction of the Editorial Manager and the Senior Global Editorial and Creative Content Manager, support the delivery of the Islamic Relief Worldwide Annual Report on time and budget, to a high standard and meeting all legal and statutory requirements.
4. Responsible for gathering information and content such as case studies and photographs, as well as writing and editing.
5. Develops and coordinates the delivery of select campaigns to launch or highlight relevant editorial assets and content.



Area Five: Support of divisional leadership

1. Supports the division in providing the Islamic Relief family with strategic direction, timely reports, and technical advice in the field of writing.
2. Evaluates editorial assets and campaigns, making recommendations to enhance future performance.
3. Identifies opportunities and recommends actions to increase efficiency and impact within the editorial function.
4. Contributes to family-wide decision-making and continuous learning, change and improvement processes, and implementation of the overall organisational and divisional strategy, key policies, and processes.
5. Supports delivery on division objectives that are monitored on the basis of KPIs.
6. Supports efficient planning and management of the division's work, and continuous analysis and adaptation to the risks and opportunities posed by both internal and external changing environments.
7. Communicates effectively and systematically across the organisation and to actively support cross-organisational processes.

Area Six: Other

1. Helps promote and foster a culture in which Islamic principles, values and approaches which are adopted by IR are consistently respected, applied, and complied with in the delivery of the country / division / unit objectives and in the conduct of its employees.
2. Responsible for maintaining own professional development.
3. Complies with Islamic Relief Worldwide policies and procedures in undertaking roles and responsibilities.
4. Performs other duties incidental to the work described herein. This requires a flexible approach to respond to work requests from senior colleagues at short notice.

PERSON SPECIFICATION

Experience

Essential:

- Significant experience of envisioning, managing, and producing editorial content in a large charity, organisation, or agency, including experience of developing editorial plans
- Evidence of success in creating compelling editorial messages and writing for brand-building and campaigns, targeting a variety of audiences
- Experience and strong background in copywriting, proofreading and editing for a variety of audiences and a range of channels including print, web, video, and infographics.
- Experience of producing important publications, managing the production process from initial concept to final product, including working closely with designers and printers
- Experience in collaborating and developing partnerships across departments.
- Experience of guiding and influencing colleagues to drive up quality standards.

Desirable:

- Experience of delivering editorial in an international NGO or corporation
- Experience in managing staff and/or editorial agencies and consultants.

- Experience of balancing editorial aspirations with limited financial resources Experience in using Content Management Systems to upload to website.

Knowledge and skills

Essential:

- Fluent in writing, reading and speaking English.
- Exceptional communication skills and an eye for detail in writing, editing and proof-reading for a range of channels and audiences.
- Proven ability to convey complex and technical information persuasively and with clarity to diverse audiences, adapting to a wide range of print and web channels.
- Excellent written storytelling skills and knowledge of a variety of editorial techniques to produce impactful content.
- Proven creative project management skills with experience of multiple projects on tight and changeable schedules.
- Strong team-working ability, able to work in a collaborative manner and genuinely connect with people from a wide-range of backgrounds.
- Ability to take the initiative, working autonomously where required.
- Strategic, innovative and results focused – ability to draw on data and translate strategy into tactical action plans and deliverables that achieve results.
- Awareness of ethical standards of NGO reporting, with an appreciation for political sensitivities and PR risk implications
- Awareness of the audiences that Islamic Relief communicates with, including the variations in approaches and subtleties between different stakeholders.

Desirable:

- An understanding of SEO and digital trends, and an ability to apply this knowledge to support our online engagement.
- An understanding of marketing techniques and trends
- Sound financial and resource management, which enables strategic goals to be achieved.
- Sound understanding of development and humanitarian work at an international level; knowledge of the global humanitarian and development arena and sensitive to the complexities in working with wide and diverse international NGOs.
- Working knowledge of Arabic

Qualifications

- Either a degree or equivalent in English, media/journalism/marketing or another communications discipline, or a relevant postgraduate qualification following a first degree on an unrelated topic, is essential.
- A professional qualification in Communications, Marketing, or Public Relations is desirable.

Key personal qualities

- A genuine passion for storytelling, writing and meticulous editing.
- Committed to Islamic Relief's values, upholding the highest standards in conduct and journalistic and ethical standards.



- Creative and inspiring thinker keen to share and implement ideas for impactful communications and able to overcome setbacks and motivate others.
- Self-motivated, self-sufficient in day-to-day working and confident in solving problems with the ability to rapidly adapt to changing situations and priorities.
- Willingness to occasionally work unsociable hours, including some weekends, to respond to urgent needs such as unfolding humanitarian emergencies.
- Willingness and ability to travel to Islamic Relief family and field offices around the world, and potentially to disaster zones, in order to gather content.
- Strong emotional intelligence and resilience, and able to maintain composure - acting in a calm and measured way, in difficult situations.