

## Marketing, Media & Communications Manager

<b>BASE LOCATION:</b>	Birmingham, UK
<b>REPORTING TO:</b>	Managing Director HAD
<b>LINE MANAGEMENT RESPONSIBILITIES:</b>	Marketing, Media & Communications Officer (TBC)

**PURPOSE OF HAD**

The Humanitarian Academy for Development (HAD), established in 2013 as an award-winning Strategic Business Unit, aims to enhance knowledge and skills in the humanitarian sector through capacity building, applied research, and leadership development. Originating from Islamic Relief (IR), a global NGO serving humanity for over 40 years, HAD initially supported the IR Family but now strives to develop the wider NGO sector. HAD envisions itself as a hub for humanitarian and development studies, training future leaders, undertaking applied research, and advocating for effective aid and development from an Islamic perspective.

**JOB PURPOSE**

The **Marketing, Media & Communications Manager** will lead the strategic development and delivery of HAD Academy’s marketing, communications, and media initiatives. This role will increase HAD’s visibility, engage key stakeholders, strengthen the brand, and support the Academy’s mission to influence and enhance humanitarian practice globally.

The post holder will manage external and internal communications, oversee digital and traditional media channels, and develop campaigns that reflect HAD’s values and objectives.

**KEY ACCOUNTABILITIES**

**Marketing & Branding**

- Develop and implement HAD Academy’s marketing and communications strategy
- Promote HAD’s programmes, research, and services across multiple platforms
- Ensure consistent branding and messaging in all materials
- Identify opportunities to raise HAD’s profile with NGOs, donors, and sector partners

**Media & Digital Communications**

- Manage HAD’s social media presence (LinkedIn, Twitter, Instagram, etc.)
- Develop engaging content including blogs, press releases, videos, and newsletters
- Monitor media coverage and manage media relations
- Ensure website content is updated, accurate, and optimised for visibility
- Create content and manage all website related matters including technical and front and back end

**Stakeholder Engagement & Public Relations**

- Build and maintain relationships with external stakeholders, partners, and media
- Represent HAD in sector forums, conferences, and public engagements
- Coordinate internal communications to keep staff and partners informed
- Help create and improve quality of content across all HAD functions using design and editing software including video content

**Monitoring & Reporting**

- Track and analyse the impact of campaigns and media activities
- Produce reports on outreach, engagement, and brand performance
- Provide insights and recommendations to improve HAD’s communications strategy

### **Team Leadership & Collaboration**

- Work closely with leadership, programme teams, and operations to align messaging and campaigns
- Support other departments with communications, marketing, and media-related tasks

### **KEY WORKING RELATIONSHIPS**

#### **Internal:**

- Managing Director, HAD Academy
- HAD Academy Leadership Team and departmental managers
- HAD Academy staff across programmes, operations, and support functions
- IRW Directors, Trustees, senior management and IRW staff UK and global

#### **External**

- Global and regional partners, peer agencies, and donors
- Media outlets, marketing agencies, and communications consultants
- Humanitarian and development sector stakeholders, NGOs, and training partners
- Event and conference organisers, government agencies, and regulators

### **SCOPE AND AUTHORITY**

#### **Scope of the Role**

- Lead the planning, development, and delivery of HAD Academy's communications, marketing, and media strategy
- Ensure consistent branding, messaging, and visibility across all channels
- Influence and shape HAD's reputation with external audiences and stakeholders
- Manage communication projects from conception to delivery

#### **Authority**

- Line management responsibility for communications staff or external consultants, if applicable
- Authority to approve content, campaigns, and media outputs in line with HAD Academy strategy
- Input and advice on budget allocation for communications, marketing campaigns, and media projects
- Represent HAD Academy publicly in professional and sector-related forums

### **KNOWLEDGE, SKILLS AND QUALIFICATIONS**

#### **Knowledge**

- In-depth understanding of marketing, communications, and media strategies in professional or NGO environments.
- Strong knowledge of digital marketing tools, social media platforms, SEO, and analytics.
- Expertise in branding, public relations, stakeholder engagement, and reputation management.
- Understanding of the humanitarian, development, or educational sectors is highly desirable.
- Awareness of communication best practices, multi-channel campaigns, and content management.
- Familiarity with design tools (e.g., Canva, Adobe Creative Suite) and website CMS platforms is advantageous.

**Experience**

- Proven experience in marketing, communications, or media management, preferably in NGO, education, or development sectors.
- Demonstrated success in digital marketing, social media management, and content creation.
- Experience in branding, campaign development, and stakeholder engagement.
- Familiarity with website management, SEO, and digital analytics tools.
- Strong project and budget management experience, including monitoring and administrative financial tasks.
- Track record of delivering measurable results and maintaining high standards of professionalism.

**Skills**

- Exceptional written, verbal, and visual communication skills, including storytelling for diverse audiences.
- Ability to plan, coordinate, and execute marketing campaigns and communications projects end-to-end.
- Strong analytical skills to interpret engagement metrics and provide actionable insights.
- Excellent project management skills, including prioritisation, scheduling, and meeting deadlines.
- Strong interpersonal skills to liaise effectively with internal teams, external partners, media, and stakeholders.
- Leadership and team management experience, including guiding staff or contractors.
- High digital literacy: Microsoft 365, social media management tools, and online collaboration platforms.
- Skilled in maintaining brand integrity across all channels and materials.

**Qualifications**

- Degree in Marketing, Communications, Media, Public Relations, or related field.
- Professional qualifications in digital marketing, media management, or PR are desirable.
- Experience in the NGO, education, or development sectors is advantageous.
- Additional languages (especially Arabic) beneficial for international communications.

**Personal Qualities**

- Creative, proactive, and highly organised, with strong attention to detail.
- Professional, approachable, and confident when engaging with senior stakeholders.
- Resilient, adaptable, and able to maintain composure under pressure.
- Demonstrates integrity, discretion, and emotional intelligence.
- Committed to HAD Academy's mission, values, and humanitarian principles.
- Positive, solution-oriented attitude with ability to overcome setbacks.
- Continuous learner with a mindset of improvement and innovation.
- Willingness to travel domestically and internationally.

**Other Requirements**

- Flexibility to attend events, workshops, or conferences (UK and occasionally international)
- Ability to work collaboratively across teams and manage multiple priorities

Signed by: \_\_\_\_\_ (Direct Line Manager)

Signed by: \_\_\_\_\_ (Divisional Director)

Last update: November 2025