



# GLOBAL SOCIAL MEDIA COORDINATOR

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Recruitment Information Pack

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# ABOUT ISLAMIC RELIEF WORLDWIDE



## **Islamic Relief is a faith based humanitarian aid and development agency working to save and transform the lives of some of the world's most vulnerable people.**

Established in the UK in 1984, we work in over 40 countries, assist people of all faiths according to need and do not discriminate in any way. Close to the communities we serve, we work hard to understand their culture and needs and gain their trust. Our proximity means we can often respond swiftly to emergencies and work in areas that other organisations cannot access.

Our humanitarian and development projects help millions of people every year, contributing directly to the UN Sustainable Development Goals. We help communities to better protect themselves from crises and deliver lifesaving emergency aid when disaster strikes. We provide vital services such as healthcare, water and sanitation and hygiene. Our livelihoods and education projects empower people to escape poverty and build brighter futures. To maximise our impact, Islamic Relief develops the capacity of local partners to work alongside us

in delivering effective humanitarian interventions. Through global advocacy we push for positive change particularly on climate change, gender justice and forced displacement, and we develop Islamic perspectives that combine spiritual and practical insights to provide distinctive, practical approaches to the biggest challenges facing our world.

The high quality and impact of our work means we are the only Muslim charity to be awarded Core Humanitarian Standard certification. As full members of the INGO Accountability Charter our excellence in transparency, good governance and social responsibility is recognised. We are also signatories to the Red Cross Code of Conduct, which sets ethical standards for organisations involved in humanitarian work, and are firmly committed to the People in Aid code of best practice. One of the world's largest relief and development charities, to date we have helped over 120 million vulnerable people worldwide.

Learn more about our work and impact in our [Annual Reports](#)

# OUR GLOBAL STRATEGY

**Our global strategy aligns life-saving and life-changing programming with the push for systemic change to meet growing humanitarian needs across the globe.**

Over the next 10 years, we aim to achieve three core outcomes:

1. **We will save lives and reduce vulnerability to humanitarian crises.**
2. **We will empower communities to tackle poverty and vulnerability.**
3. **We will advocate for change to the system to eliminate the global and local root causes of inequality.**

Our core humanitarian and development programme areas will continue responding to humanitarian crises with life-saving assistance, tackling food security and nutrition, and building sustainable livelihoods, health and education.

We will continue to work with our humanitarian partners across the world towards achieving the Sustainable Development Goals.

More details on our strategy can be found here: [\*\*Global Strategy 2023-2033\*\*](#)



# OUR VISION

Inspired by our Islamic faith and guided by our values, we envisage a world where communities are empowered, social obligations are fulfilled and people respond as one to the suffering of others.

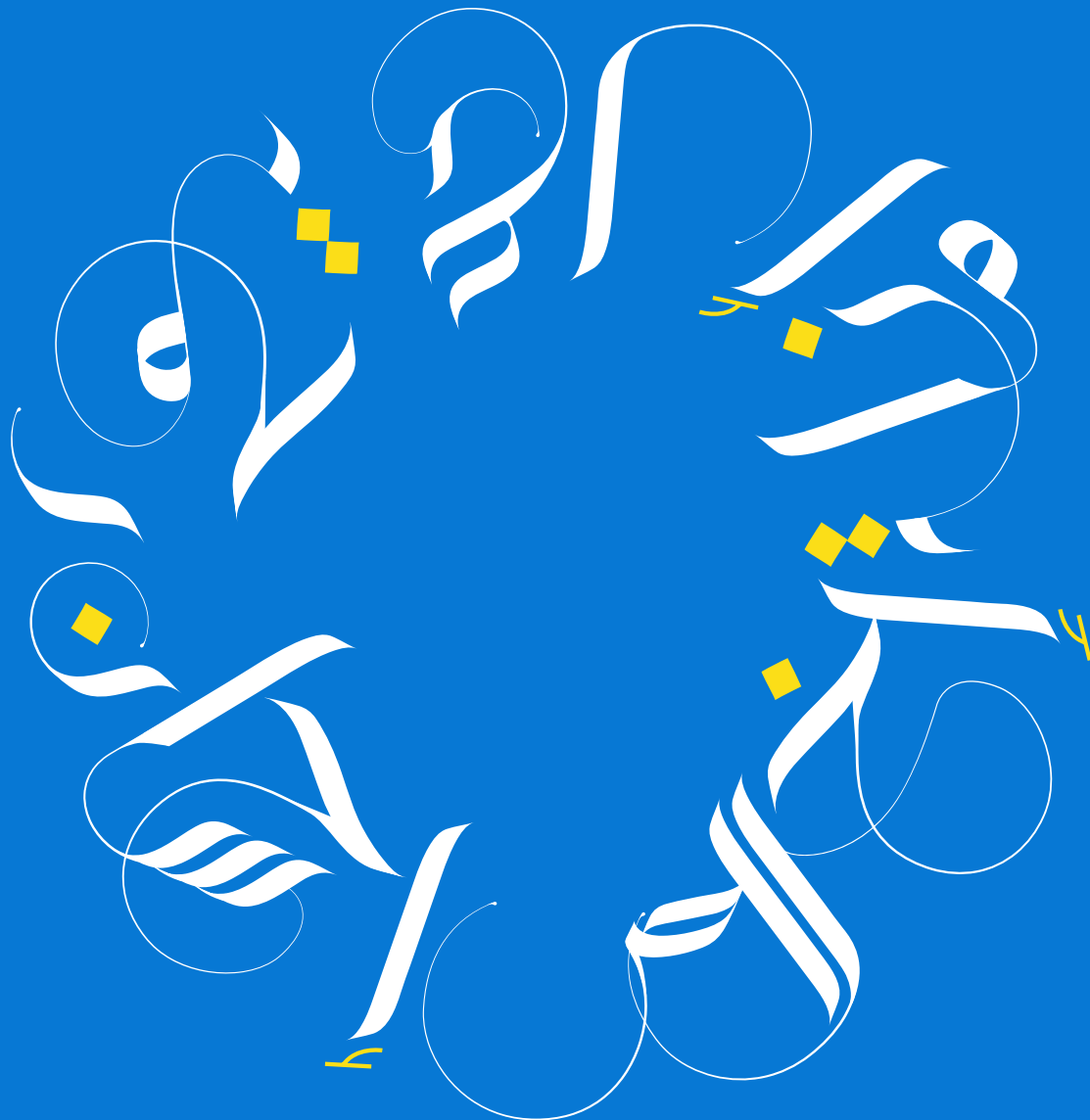
# OUR MISSION

**Exemplifying our Islamic values, we will mobilise resources, build partnerships and develop local capacity as we work to:**

- Enable communities to mitigate the effect of disasters, prepare for their occurrence and respond by providing relief, protection and recovery.
- Promote integrated development and environmental custodianship with a focus on sustainable livelihoods.
- Support the marginalised and vulnerable to voice their needs and address root causes of poverty.



# OUR VALUES



We remain guided by the timeless values and teachings of the Qur'an and the prophetic example (Sunnah), most specifically:

- **Sincerity (Ikhlas)** – In responding to poverty and suffering, our efforts are driven by sincerity to God and the need to fulfil our obligations to humanity.
- **Excellence (Ihsan)** – Our actions in tackling poverty are marked by striving for excellence in our operations and the conduct through which we help the deserving people we serve.
- **Compassion (Rahma)** – We believe the protection and well-being of every life is of paramount importance and we shall join with other humanitarian actors to act as one in responding to suffering brought on by disasters, poverty and injustice.
- **Social Justice (Adl)** – Our work is founded on enabling people and institutions to fulfil the rights of the poor and vulnerable. We work to empower the dispossessed towards realising their God-given human potential and develop their capabilities and resources.
- **Custodianship (Amana)** – We uphold our duty of custodianship over Earth and its resources, and the trust people place in us as a humanitarian and development practitioner to be transparent and accountable.

# THE ROLE

## GLOBAL SOCIAL MEDIA COORDINATOR

### JOB DESCRIPTION

<b>Base location:</b>	Birmingham
<b>Reporting to:</b>	Head of Media and External Relations
<b>Line management responsibilities:</b>	None

### PURPOSE OF DIVISION:

The Global 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.

The ERA Division amplifies the voice of Islamic Relief and the people we serve, advocating for lasting, faith-inspired solutions to poverty and injustice. We champion Islamic Relief's agenda through bold communications, strategic influencing and diverse partnerships that strengthen our reputation as a principled, trusted sector leader.

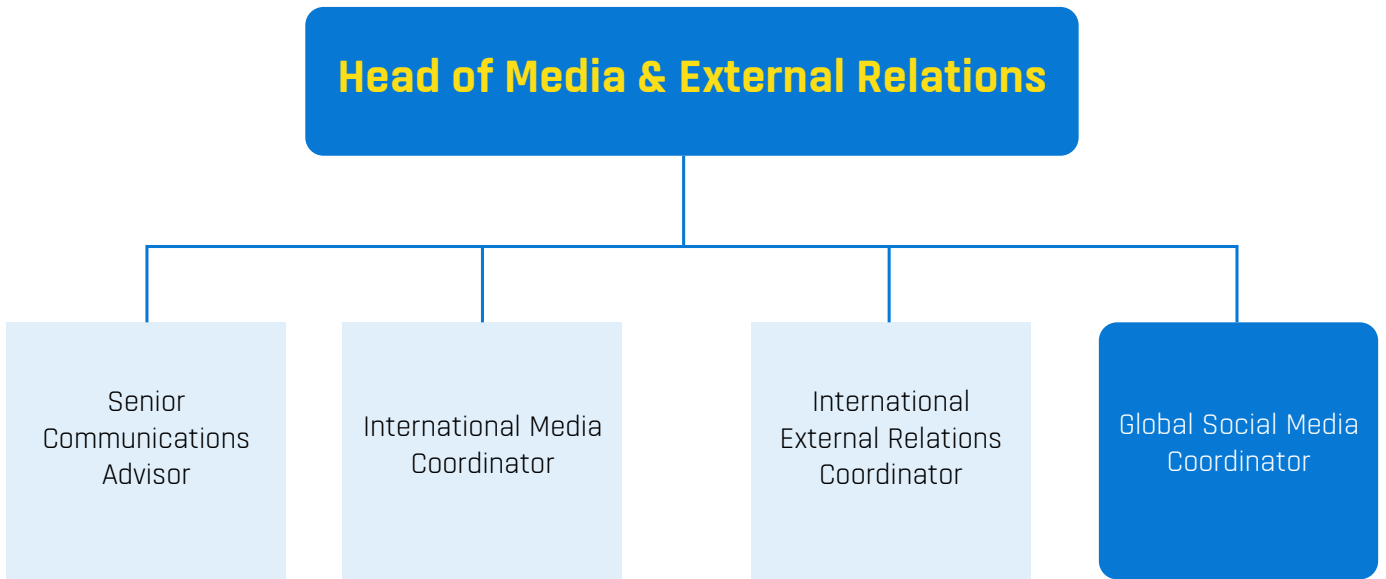
### JOB PURPOSE:

This role is the guardian of Islamic Relief Worldwide's voice on social media: responsible for turning IRW's humanitarian work across more than 40 countries into content that inspires action and shapes how one of the world's largest Muslim NGOs is seen. It's a chance to reach a new generation in the spaces where opinion is formed, raise funds that save lives, tell compelling stories, and enhance the reputation of a principled, trusted sector leader.

The job entails:

1. Managing and growing Islamic Relief Worldwide's corporate social media platforms, ensuring high quality and timely content that engages diverse target audiences
2. Developing and implementing a creative and impactful strategy that amplifies communications, fundraising and advocacy priorities; is informed by data analysis; uses latest trends and technology; and explores innovative approaches to communicate IRW's story, impact and values
3. Strengthening and protecting IRW's online brand and reputation as a leader in the humanitarian sector
4. Increasing effective social media use across the global Islamic Relief family, by supporting and advising global offices, other divisions and senior leadership

# DEPARTMENT STRUCTURE



## KEY WORKING RELATIONSHIPS

The Global Social Media Coordinator will build close working relationships with teams across Islamic Relief's global operations, particularly with other members of:

- the External Relations and Advocacy division;
- fundraising,
- marketing
- creative staff in the Global Family Development division;
- communications staff and leadership in country offices and member offices;
- members of other divisions including People & Culture and Finance & Corporate Services.

The role will also build external relationships with peers at partner NGOs, institutions and UN agencies.

## RESPONSIBILITIES FOR RESOURCES:

The Global Social Media Coordinator will not directly manage a budget but may be responsible for overseeing the work and timely delivery of interns and/or consultants, ensuring adherence to safeguarding processes and all relevant policies.

The role has significant responsibility for protecting and enhancing Islamic Relief's reputation and brand, and is at times required to deal appropriately with sensitive and confidential information.



# KEY ACCOUNTABILITIES

The job holder is accountable for fulfilling his or her roles and responsibilities in line with Islamic Relief values and principles of fairness, humanity, honesty, respect and fair treatment of his/her colleagues and staff.

## ENSURE HIGH QUALITY AND QUANTITY OF CONTENT ACROSS IRW'S SOCIAL MEDIA PLATFORMS

- Manage, approve and ensure quality control of all organic output across IRW social media channels, including Facebook, Instagram, LinkedIn, YouTube, TikTok, X, and emerging new platforms
- Create impactful video, graphic and text-based content that engages current and new supporters, policymakers, sector peers and other target audiences, and builds trust and affection for the Islamic Relief brand
- Ensure IRW's social media amplifies our programme work, fundraising appeals, advocacy campaigns, thought leadership, and corporate communications
- Amplify the voices of the communities we serve, and portray them with respect and dignity
- Ensure IRW's social media content aligns with high standards and the values of the organisation
- Edit and repackage video, case studies and other raw content from country offices
- Create rapid content in response to new emergencies and breaking news
- Develop and maintain a calendar of key strategic moments and deliverables
- Proactively identify new trends and opportunities to increase reach and engagement
- Position IRW as a sector leader on programme delivery and impact, and a vocal advocate with insightful analysis on a range of humanitarian and development issues
- Establish IRW's social media platforms as a trusted source of news and information for policymakers, journalists, and sector peers
- Work closely with creative content and marketing teams to promote marketing campaigns, and with the editorial team to promote website content
- Work with the digital marketing team to align organic and advertised content
- Manage use of publishing and listening tools such as Sprout Social or Hootsuite
- Repackage complex information and data in an effective way for social media
- Manage the work of interns and/or freelancers when required

## LEAD THE DESIGN AND IMPLEMENTATION OF IRW'S SOCIAL MEDIA STRATEGY

- Build engagement with new audiences, particularly youth and emerging markets
- Ensure IRW's social media content contributes to global and divisional strategies and KPIs, including on advocacy, fundraising and recruitment
- Explore creative and innovative ways to grow IRW's profile and audience – for example through new storytelling and content ideas; identifying and building relationships with online influencers and opinion formers; and piloting new strategic platforms
- Produce regular data analysis to inform our approach and content, including quarterly analytical reports and evaluations of key moments and campaigns
- Keep abreast of and continuously adapt to new trends, changes in algorithms and other developments
- Ensure effective, safe and ethical use of new technology and AI tools
- Develop specific social media strategies for high-profile events, campaigns and key corporate communications
- Support senior leadership, including the CEO and Directors, to build their individual social media profile and reach
- Develop content to promote and strengthen IRW's external relationships and partnerships with key stakeholders such as other NGOs, governments, UN agencies and donors
- Produce guiding documents on audience profiles and tone of voice

## **SUPPORT IMPACTFUL SOCIAL MEDIA ENGAGEMENT ACROSS THE GLOBAL ISLAMIC RELIEF FAMILY**

- Build and maintain strong working relationships with key communications staff in member offices and country offices
- Provide technical advice and support to global offices where needed
- Provide strategic advice to other IRW divisions on how to best amplify their work and use social media to achieve their strategic objectives
- Deliver training and coaching on effective use of social media
- Develop practical toolkits with tips and guidelines for engaging social media content
- Create and share content that can be adapted by other global offices, including toolkits and messaging for key calendar moments
- Actively participate in relevant cross-divisional and thematic working groups

## **BUILD AND PROTECT IRW'S BRAND AND REPUTATION ONLINE**

- Ensure content on IRW's social media platforms is accurate and complies with our values, policies, and standards (e.g. safeguarding, ethical communications, and data protection)
- Ensure that our social media content and platforms do not bring the organisation into disrepute or harm its reputation with key stakeholders
- Act as brand guardian by ensuring consistency of visual identity, messaging, tone of voice, and style
- Monitor and identify potential online risks to IRW's reputation, and work with others to manage these
- Maintain and update key policies such as the Organisational Social Media Policy and Personal Social Media Policy, and ensure they are effectively disseminated
- Develop products such as process maps to govern social media use and protocols
- Ensure appropriate and timely response to comments, questions, requests and complaints received on social media platforms
- Support screening and compliance checks of social media accounts as required
- Manage data and personal information in accordance with data protection laws

## **OTHER RESPONSIBILITIES**

- Fulfil all roles and responsibilities in line with IRW's values and humanitarian principles
- Provide weekend or flexible out-of-hours cover for social media as and when needed
- Make recommendations to departmental head on budgeting for social media
- Create and post other content as requested by line manager or Director
- Represent Islamic Relief to the wider community and external clients

# PERSON SPECIFICATION

It is essential that the post holder shows a good understanding and empathy with the Islamic Relief values and principles as well as commitment to IRW's vision and mission.

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

## ESSENTIAL SKILLS AND EXPERIENCE

- Considerable relevant professional experience, including managing social media for a large charity or company
- Experience developing and delivering impactful social media and communications strategies
- Skilled in creative design and short-form video editing, able to create engaging multimedia content using different software and platforms
- Understanding of how to use social media to deliver successful advocacy and fundraising campaigns
- Knowledge of latest global trends and developments in social media and communications
- Understanding of how to utilise technology and AI in online communications, and of its potential harmful impacts
- Able to support, advise and build relationships with diverse global teams, usually remotely
- Excellent written and oral English language skills, able to write succinctly and persuasively with attention to detail
- Able to adapt complex technical information and detailed reports into engaging social media content
- Experience or demonstrable awareness of dealing with online misinformation and disinformation

## PERSONAL QUALITIES

- Curious about culture, trends and platforms, with an instinct for spotting opportunities early and a genuine interest in what makes content resonate
- Flexible, adaptable and responsive: able to react quickly and calmly to breaking news, fast-moving trends and online reaction without losing composure
- Willing and able to work outside normal hours as required
- A creative mindset, bringing energy and innovative ideas
- Highly organised and strategic, able to manage a content calendar across multiple channels, prioritise competing tasks and deliver to tight timelines
- Able to work independently and take initiative
- Strong interpersonal and communication skills
- Determination to get things done and overcome setbacks
- Confident in providing advice and expertise to other teams
- A learning attitude and a philosophy of continuous improvement
- A commitment to IRW's values and humanitarian mission

## DESIRABLE SKILLS AND EXPERIENCE

- Other relevant experience such as roles in marketing, communications, and campaigning
- A degree in a relevant subject
- Understanding of the international humanitarian sector and knowledge of issues that IRW works on and/or countries where IRW works
- Able to recognise potential reputational risks, and act appropriately
- Experience of delivering training in social media
- Knowledge of key moments in the Islamic calendar
- Fluency in an additional language, especially Arabic
- Experience managing staff, consultants or interns

# HOW TO APPLY:

To apply for this role, please complete our online application process

## PRE-APPOINTMENT CHECKS:

Any appointment will be subject to the following checks:

- Proof of eligibility to live and work within the UK
- Enhanced screening clearance.
- Receipt of satisfactory references including the Inter-Agency Misconduct Scheme Reference where applicable.
- Disclosure and Barring Service (DBS) check.

## OUR VALUES AND COMMITMENT TO SAFEGUARDING

IRW is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people, adults and beneficiaries with whom IRW engages. IRW expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

The post holder will undertake the appropriate level of training and is responsible for ensuring that they understand and work within the safeguarding policies of the organisation.

All offers of employment will be subject to satisfactory references and appropriate screening checks, which can include criminal records checks. IRW also participates in the Inter Agency Misconduct Disclosure Scheme.

In line with this Scheme, we will request information from job applicants' previous employers about any findings of sexual exploitation, sexual abuse and/or sexual harassment during employment, or incidents under investigation when the applicant left employment.

By submitting an application, the job applicant confirms his/her understanding of these recruitment procedures.