



SENIOR EMAIL MARKETING OFFICER

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.

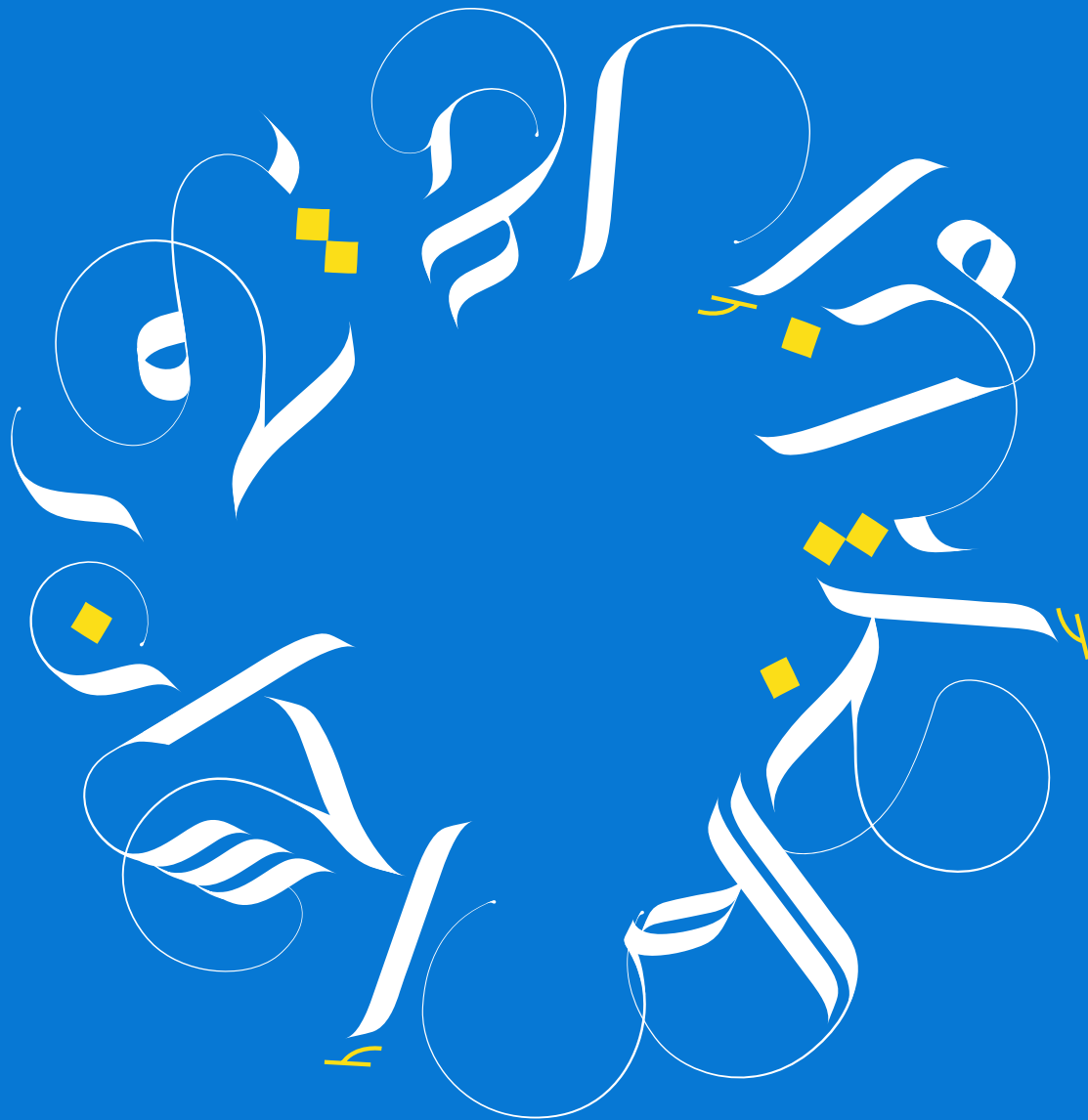
OUR MISSION

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

SENIOR EMAIL MARKETING OFFICER

JOB DESCRIPTION

Base location: Waterloo, London (IRUK Head Office)

Reporting to: Direct Marketing Manager

Line management responsibilities: None

JOB PURPOSE:

To deliver and grow the IRUK's email and SMS marketing programme end-to-end from conception to delivery, and responsible for managing the email and SMS platforms ensuring regular reporting on email and SMS campaigns.

Lead on the design and execution of bespoke supporter journeys, and lead on developing and testing email and SMS content which drives engagement and conversion. Continuously monitor and optimise email and SMS campaigns ensuring IRUK is maximising on existing and new supporters.

Majority of work will be focused around delivering and developing IRUK's email marketing function with a small focus on SMS marketing.

PURPOSE OF DIVISION:

Islamic Relief UK (IRUK) is a Strategic Business Unit (SBU) that is part of Islamic Relief Worldwide. IRUK's focus is strengthening effective funding, mobilising for change through advocacy and awareness-raising, and strengthening programme development and delivery. IRUK works with various partners and institutions, from governments, non-governmental organisations and local authorities to grassroots communities.

PURPOSE OF DEPARTMENT:

The Marketing Department will liaise with key stakeholders to ensure IRUK campaigns and products are effectively promoted to its targeted audiences through integrated and creative marketing and fundraising techniques.

The department seeks to raise awareness, funds and understanding of IRUK, grow influence, drive action and ultimately bring key audiences closer to our purpose.

SCOPE OF THE ROLE:

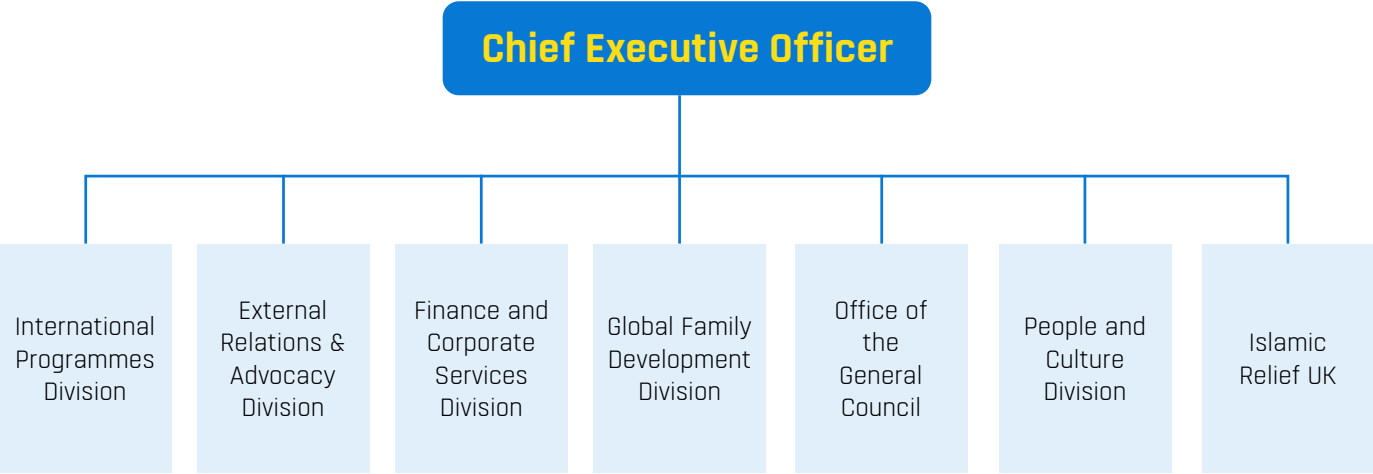
Reporting to the Direct Marketing Manager, the Senior Email Marketing Officer is responsible for developing and implementing IRUK's email and SMS marketing programmes, ensuring these supporter-focused marketing communications are delivered on time, to the agreed audience, within budget and to the highest quality.

The postholder will be responsible for delivering a large portion of the direct marketing income.

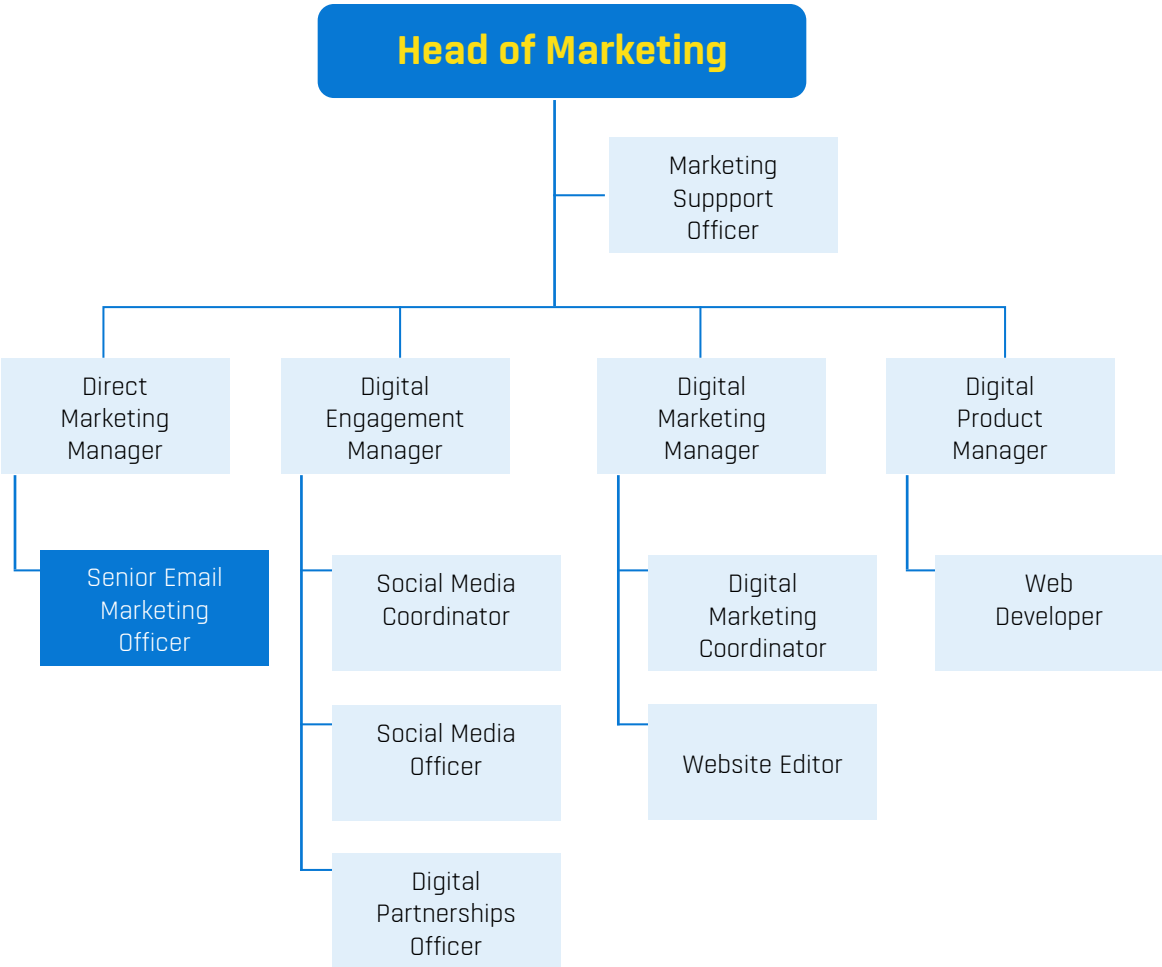
Using data strategically to optimise on income generation is a key priority across the organisation. The Senior Email Marketing Officer will work closely with the internal Data team to ensure data is regularly segmented according to unique supporter journeys, and is successfully utilised to constantly develop, test and retain donors - ensuring optimal delivery of email and SMS marketing campaigns.

The Senior Email Marketing Officer will also help mitigate reputational risk for IRUK by adopting and ensuring adherence to the various codes of conduct and legislation relevant to the role, including guidance from the ICO, GDPR and Fundraising Regulator.

STRUCTURE OF ISLAMIC RELIEF WORLDWIDE



DEPARTMENT STRUCTURE



KEY WORKING RELATIONSHIPS

Internal

- Marketing Department
- Regular engagement with Communications and Fundraising department colleagues to design, plan and execute email marketing campaigns supporting fundraising, brand and advocacy initiatives
- Data team
- Islamic Relief Worldwide's Product Development and ICT teams

External

- Manage relationships with email and SMS platforms and/or agencies

RESPONSIBILITIES FOR RESOURCES:

- Responsible for managing the email and SMS marketing platform
- Ensure the safekeeping of supporter data in accordance with Data Protection and Privacy policies
- Coordinate and oversee the work of any and all agencies, freelancers and external consultants required to deliver agreed outputs



KEY ACCOUNTABILITIES

The job holder is accountable for fulfilling his or her roles and responsibilities in line with Islamic values and principles of fairness, humanity, honesty, respect and fair treatment of his/her colleagues and staff. The following are the main responsibilities that the role holder will be accountable for:

STRATEGY AND PLANNING

- Develop and execute the email marketing strategy for Islamic Relief, including planning, design, copywriting, and segmentation of email campaigns
- Manage the email marketing calendar, ensuring timely delivery of campaigns and monitoring performance metrics
- Work closely with the wider Marketing team, and other departments, to ensure coordination of supporter-focused email and SMS communications through bespoke supporter journeys
- Collaborate with other internal teams to develop and implement an annual strategy through email and SMS activity
- Develop automated email and SMS campaigns which not only help IRUK retain supporters but also increase loyalty and lifetime value of giving
- Ensuring all briefs are accurate, compliant, and timely for each supporter journey and email automation campaign
- Create and implement a 'Test and Learn Strategy', so that the email and SMS marketing programme continually improves
- Work with colleagues on lead generation plans, growing the database through compliant data collection
- Provide input into the forward planning of the Marketing department

EMAIL AND SMS MARKETING

- Work with colleagues to ensure the lifetime value of donors is maximised; this could include emailing supporters with opportunities to volunteer, buy merchandise, leave a legacy or become a regular donor
- To proactively support internal teams and departments, providing advice and facilitating training needs and best practice for email marketing generally
- To develop a shared understanding and champion the importance of email and SMS marketing as a key component of the wider marketing strategy
- Constantly A/B test and optimise email and SMS communication to improve conversion values

CONTENT

- Lead on content ideation and content development for use in email and SMS marketing
- Develop new and existing content that drives supporter engagement and affinity
- Support internal Copywriters and Designers to write, design and proof all creative content for emails and SMS
- Develop creative briefs and coordinate assignments to ensure timely delivery of creative requirements such as copy, images, videos etc. for emails
- Ensure supporters receive timely and effective feedback in line with our stewardship strategy, on how their generous donations are being utilised to help save and transform lives in the UK and around the world
- Stay up-to-date on email marketing trends, technologies, and best practices and make recommendations for innovation

DATA AND ANALYTICS

- Work closely with the Data Team to create appropriate data selections briefs and lead on segmentation and targeting strategies for all email and SMS communications
- Develop and manage the email database, ensuring consent and email and SMS marketing preferences are kept up to date
- To be compliant with GDPR data protection laws, keeping up to date with UK legislation on data safeguarding
- Monitor and analyse email campaign performance, making data-driven recommendations for improvement
- Provide regular reports on email marketing performance and progress towards goals

ADVICE AND SUPPORT

- Provide advice and support to relevant teams on how to best leverage email and SMS marketing to maximise on reach of initiatives.
- Advice, consult and provide services related to the design and development of email templates.
- Manage relationships with external email marketing and SMS agencies

GENERAL DUTIES OF ISLAMIC RELIEF STAFF MEMBER

- Contribute to the effective and efficient running of Islamic Relief as appropriate
- Participate, as appropriate, in Staff forums and Meetings
- Adhere to Islamic Relief's policies and procedures
- Represent Islamic Relief to the wider community as appropriate
- 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.
- Ensure professionalism and credibility at all times
- Any other task as deemed appropriate by the line manager within the scope of the role.

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.

KNOWLEDGE, SKILLS AND QUALIFICATIONS:

- Strong understanding of the major technology-driven changes and trends affecting the online media and advertising industries
- Good understanding of developing and reporting against set KPIs and metrics
- Have demonstrable understanding of email and SMS marketing, data segmentation, supporter journeys and automated campaigns
- Excellent written and verbal communication skills, with the ability to write clear and concise email copy
- Excellent copy-editing and proof-reading skills, implementing IRUK's branding, style and tone

EXPERIENCE:

- Strong understanding of the major technology-driven changes and trends affecting the online media and advertising industries
- Good understanding of developing and reporting against set KPIs and metrics
- Have demonstrable understanding of email and SMS marketing, data segmentation, supporter journeys and automated campaigns
- Excellent written and verbal communication skills, with the ability to write clear and concise email copy
- Excellent copy-editing and proof-reading skills, implementing IRUK's branding, style and tone

PERSONAL QUALITIES:

- Highly organised, with an ability to multitask and self-manage, while dealing with a busy workload
- Results-focused and data-driven – ability to plan, co-ordinate and deliver objectives and targets with a positive drive to achieve results
- Creative and innovative, with a real passion for marketing
- Able to absorb and critically evaluate a large amount of information and data with a strong level of attention to detail
- Strong peer relationship management and consulting skills when working with internal and external stakeholders.
- An enthusiastic team player, with a 'can do' attitude

DESIRABLE:

- Understanding of Islam and the significance of charitable giving
- Working knowledge of Bengali, Urdu or Arabic.

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.