



# Marketing

## OVERVIEW:

- Charity week is international, just like our marketing team!
- Work alongside team members across all participating countries to share creative ideas, devise marketing strategies and manage the CW social media platforms.
- Working collaboratively will help us take our vision further with social media.
- You will also have the opportunity to work on support materials that our ambassadors can share with participating institutions.

## WHAT DO I NEED FOR THIS ROLE?

- Minimum 2 years' worth of relevant Charity Week experience
- Excellent communication and interpersonal skills
- Knowledge of social media and a good understanding of content gathering and distribution
- Understanding of the ultimate vision of Charity Weeks
- Sufficient time to commit to Charity Week between March - November 2021

## WHAT DOES THIS ROLE ENTAIL?

- Use social media effectively and gather content to post about Charity Week and the vision, engaging with our audience on a regular basis
- Think creatively to improve the quality and reach of Charity Week marketing
- Understand the impact of maintaining the Charity Week brand and operate within the guidelines as set out
- Devise resources for participating institutions to build their marketing proficiency

## WHO WILL BE MY SUPPORT?

- The international shura (Director, Vice-Director, Gen Sec & Internal Comms)
- The national shura (Director, Vice-Director & Gen Sec)
- Creative Content Team
- The Islamic Relief / EAA Charity Week coordinators

## WORKING PRACTICES:

### WhatsApp

- You will be expected to actively be a part of 3-4 CW team WhatsApp groups - ensuring you keep up with messages daily



### Online Meetings

- Training sessions - weekly at the start of the year
- Team Meetings - 1hour online meeting fortnightly-weekly
- Occasional global online meetings

### **TRAINING & DEVELOPMENT OPPORTUNITIES:**

- Role training & marketing skills encompassing:
  - Creative marketing
  - Branding
  - Social media
- Team working opportunities - internationally & nationally & regionally
- Problem solving opportunities
- In-house Tarbiyyah Sessions

If you have any questions about the role, do get in touch with us at  
[info@charityweek.com](mailto:info@charityweek.com)

**APPLY NOW: [charityweek.com/recruitment](https://charityweek.com/recruitment)**