

# Marketing Officer JD

## Social Media

iERA is looking for a skilled and experienced Marketing Officer with a proven record in coordinating marketing campaigns.

As a Marketing Officer at iERA, you will be responsible for coordinating marketing campaigns, developing and implementing marketing strategies to raise awareness, promote engagement, and support the mission of the organisation. Your role will involve creating compelling campaigns, managing digital platforms, and collaborating with various teams to drive outreach efforts.

Interested candidates should submit a resume, cover letter, and any relevant portfolio materials demonstrating fundraising success to [careers@iera.org](mailto:careers@iera.org)

View the full job description by clicking [here](#).

## Website

Job Title: Marketing Officer

Organisation: iERA (Islamic Education and Research Academy)

Location: London

Pay: Competitive (depending on experience)

Term: Full-time, permanent contract.

### Position Overview:

As a Marketing Officer at iERA, you will be responsible for coordinating marketing campaigns or developing and implementing marketing strategies to raise awareness, promote engagement, and support the mission of the organization. Your role will involve creating compelling campaigns, managing digital platforms, and collaborating with various teams to drive outreach efforts.

You will be passionate about dawah, and sharing Islam across the globe. This is an exciting time to join iERA, as by the permission of Allah SWT over 65,000 people entered into Islam last year through our work.

### Key Responsibilities:

- Coordinate marketing campaigns
- Develop and execute marketing plans aligned with the organization's objectives to increase visibility and support fundraising initiatives.
- Create engaging content for various marketing channels, including social media, website, email newsletters, and print materials.
- Collaborate with the fundraising team to integrate marketing strategies into fundraising campaigns.
- Manage the organisation's social media presence, engaging with followers, and creating impactful content to share the mission and achievements.
- Monitor and analyse the performance of marketing campaigns, using data to optimize strategies and improve outreach.
- Coordinate with graphic designers, writers, and external agencies to produce high-quality marketing materials.
- Cultivate relationships with media outlets and influencers to expand the organisation's reach and coverage.
- Stay updated on marketing trends and implement innovative approaches to enhance the organization's marketing efforts.

### Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field preferred.
- Proven experience in marketing roles, preferably within the charity or Dawah sector.
- Strong written and verbal communication skills, with the ability to craft compelling narratives and messages.
- Proficiency in digital marketing tools, including social media management platforms, analytics, and content creation software.
- Creative thinking and problem-solving abilities with a keen eye for detail.
- Passion for the mission and values of iERA.

### Preferred Skills:

- Experience in managing and executing successful marketing campaigns.
- Knowledge of SEO, SEM, and other digital marketing strategies.
- Familiarity with graphic design software and video editing tools.
- Ability to work effectively in a team and collaborate across departments.

- Experience in grant writing and proposal development.

#### Benefits:

- Competitive salary commensurate with experience.
- Opportunities for professional development and growth within the organisation.
- A chance to contribute to meaningful and impactful dawah work globally.

#### Application Process:

Interested candidates should submit a resume, cover letter, and any relevant portfolio materials demonstrating marketing expertise to [careers@iera.org](mailto:careers@iera.org)