



JOB DESCRIPTION

MARKETING AND COMMUNICATIONS MANAGER

Employment Type: Permanent
Hours: Full-Time
Remuneration: £38,000 - £50,000 (subject to experience)
Location: London Office, United Kingdom
Responsible to: Director of Fundraising and Marketing

About iERA:

iERA is the leading global dawah organisation in the world. We advance the Prophetic Mission of reconnecting humanity with their Creator by inviting them to accept the Oneness of God, His divine names and attributes.

Our work continues in the footsteps of all the great prophets from the very first of them, the prophet Adam, all the way through to Noah, Abraham, Moses, Jesus, until the very last and final prophet, the prophet Muhammad (peace be upon them all).

We deploy over 1000 Dawah Specialists across 31 countries, and on average take 15,000 shahadas per month.

Purpose of the Post:

We are seeking a proactive and results-driven Marketing and Communications Manager to help make iERA a household name, and put its mission of calling people to Allah at the very top of peoples list of priorities for serving the Ummah.

You will develop and deliver high-impact marketing campaigns to increase awareness, engagement, and support for iERA's mission and funding needs. This hands-on management role involves managing a talented in-house team, while also directly contributing to campaign development and asset creation.

Main Responsibilities:

Marketing and Communications

1. To effectively plan and implement the marketing and communications strategy to ensure performance targets are met. The cornerstone of this strategy rests on 3 area:

1.1.Educate - To teach people about the obligation, importance, and transformational nature of dawah; which was the primary work of the prophets of God.

1.2 Inform - To position iERA as the leading global dawah organisation, and inform people about its vision, work and impact, which is done by walking in the footsteps of the prophets of God.

1.3 Inspire - To mobilise a critical mass of people motivated to get involved in dawah and to support iERA in its mission financially.

2. To ensure the implementation of marketing initiatives in line with iERA's marketing and communications strategy. This includes the following initiatives:

2.1 Brand, Messaging & Content

- a) Lead the development and implementation of iERA's brand guidelines, ensuring consistent application across all teams, campaigns, and international offices.
- b) Ensure all internal and external communications reflect iERA's brand identity, tone of voice, and core values.
- c) Develop a messaging framework and content plan aligned to the three-part marketing and communications strategy, ensuring impactful delivery across all channels.
- d) Oversee the production of high-quality marketing assets, including digital content, print materials, and video outputs, aligned with campaign objectives and brand standards.
- e) Create and maintain a suite of core communications products (e.g. campaign packs, brochures, video series, toolkits) that articulate iERA's mission and are tailored to specific stakeholder groups.
- f) Collaborate with designers, content creators, and international teams to ensure a unified narrative and visual identity across all platforms.
- g) Use audience insights and performance data to regularly review, refine, and adapt messaging and content strategy.

2.2 Campaign Management

- h) Lead on planning, execution, and performance tracking of iERA's annual campaign calendar, including:
 - Prophetic Legacy Series
 - Discover the Qur'an
 - Right Up Your Street
 - Destination Dawah
 - Ramadan Fundraising campaigns
 - Dhul Hijjah Fundraising campaigns
 - Major sporting event campaigns (e.g. FIFA World Cup, Olympics)
 - Jesus Exhibition
- i) Manage end-to-end delivery of all campaigns, ensuring high-quality execution and timely delivery.
- j) Oversee the creation of marketing assets including video footage, graphics, and promotional materials.

2.3 Digital & Media Management

- k) Oversee iERA's digital presence across all platforms, including websites, social media channels, YouTube, and email marketing, ensuring brand consistency and alignment with organisational values.
- l) Collaborate with internal teams and external creators to produce high-impact multimedia content (video, reels, infographics, email assets) tailored to campaign goals.

- m) Lead the development and execution of platform-specific strategies to maximise effectiveness across each digital channel (e.g. Instagram and for reels, YouTube for long-form content, Facebook for community engagement, Tiktok for lives)
- n) Manage the end-to-end production, publishing, and promotion of digital content with clear audience and engagement goals.
- o) Use analytics tools and user insights to monitor performance, identify trends, and inform content planning.
- p) Conduct regular A/B testing and experimentation to optimise formats, headlines, thumbnails, CTAs, and posting times for each platform.
- q) Continuously refine content strategy using data-driven decisions, SEO best practices, and audience segmentation.
- r) Stay current with emerging digital trends and tools to keep iERA's digital outreach innovative and impactful.
- s) Report on key metrics such as engagement rates, click-throughs, retention, conversions, and platform growth to demonstrate value and inform future strategy.

2.4 Stakeholder Engagement

- t) Manage and strengthen iERA's external relationships with Muslim communities, scholars, leaders, influencers, donors, and strategic partners to amplify iERA's message and impact.
- u) Develop and implement a segmented stakeholder engagement strategy, ensuring tailored, values-aligned communication with each key audience group (e.g. community leaders, media, funders, international offices).
- v) Represent iERA at events, conferences, and media opportunities to foster new relationships and uphold the organisation's public presence.
- w) Identify and engage emerging voices and partners aligned with iERA's mission to expand reach and collaborative potential.
- x) Support internal departments with audience-specific messaging, stakeholder toolkits, and consistent brand communication guidance.
- y) Maintain a stakeholder database or CRM to ensure strategic follow-up and relationship continuity.

2.5 PR & Media

- z) Oversee the drafting of compelling and timely press releases, statements, and media briefings that align with iERA's mission and campaigns.
- aa) Proactively build and maintain relationships with key contacts across mainstream, faith-based, and Muslim media outlets (TV, radio, print, and digital).
- bb) Pitch iERA stories and spokespeople to the media to secure interviews, features, and thought leadership opportunities.
- cc) Develop a media engagement plan that supports strategic campaigns and helps amplify iERA's global voice.
- dd) Respond to media enquiries, coordinate statements, and support leadership in media appearances.
- ee) Create and manage a media contact database segmented by region, audience, and media type.
- ff) Collaborate with scholars, speakers, and team members to prepare media-ready talking points and messages.

gg) Monitor and report on media coverage and public perception, offering recommendations for improvement.

3. Collaborate closely with the Fundraising & Marketing Director to support dawah and fundraising targets.
4. Monitor insights, trends, and performance data to inform strategic improvements.
5. To monitor, analyse and evaluate success and weaknesses of all marketing activities and ensure learning outcomes are shared and documented.
6. To identify new developments in marketing which fulfil iERA's strategic objectives.
7. To provide monthly reports on marketing and communications activities and KPIs to the Director of Fundraising and Marketing, and other senior management and trustees.

Leadership, Management and Development

8. Lead a marketing team to execute effective digital and traditional marketing campaigns, across owned, earned and bought media while identifying opportunities and improvising solutions.
9. Set team objectives, manage workloads, and foster a culture of excellence and accountability.
10. Remain actively involved in day-to-day delivery - especially during peak periods or major campaigns
11. To ensure an effective working relationship between marketing and other departments in achieving iERA's strategic objectives.
12. To ensure the team keeps abreast of new developments in marketing, and is fully compliant with best practice in fundraising and relevant legislation.
13. To contribute to discussions on advertising campaigns, brand identity and profile of iERA.

Promoting iERA

14. To represent the organisation externally and engage with external stakeholders at a senior level.
15. To ensure iERA maintains a proactive communications profile and engage with all stakeholders to create awareness about the work of the organisation.
16. To ensure that marketing materials and other communications accurately and persuasively reflect the vision, mission and values of the organisation.
17. To oversee the regular updating of the website and social media platforms.
18. To maximise the potential of iERA's website, social media and video production from a reach and engagement perspective.

19. To seek opportunities to expand the organisation's work for financial benefit.

Budgetary Control and Financial Management

20. To agree operational and project costs with the financial controller and set up appropriate marketing campaign targets.
21. To produce an annual operational plan, monitoring effectiveness through return on investments.
22. To prepare the annual budget for the department.
23. Work with the financial controller to track income and monitor progress against targets.
24. To produce regular, accurate financial reports showing fundraised income and costs every month.

Working with other Heads of Departments

25. To provide strong leadership across iERA in close collaboration with other heads of departments.
26. To participate with the other department heads in taking collective responsibility for developing, implementing and monitoring strategic policies in the following areas: strategic planning, HR, finance, compliance, internal and external relations, communications, health and safety, and risk management.

Other

27. The willingness to travel extensively at short notice.
28. The work requires to work outside normal office hours, weekends and bank holidays if required.
29. Any other duties commensurate with the responsibilities of the post.

**PERSON SPECIFICATION
MARKETING AND COMMUNICATIONS MANAGER**

E = Essential

D = Desirable

Qualifications

- a) A degree level education or equivalent. (D)

Experience

- b) At least 2 years proven experience at senior management level in a principally marketing and communications role. (E)
- c) Significant experience of effectively dealing with stakeholders and strengthening strategic partnerships. (E)
- d) Proven experience in grassroots non-Muslim dawah for at least 3 years. (D)
- e) Experience of leading and managing marketing and communication campaigns. (E)
- f) Proven experience of project/ campaign management. (E)
- g) Significant experience of leading, managing and developing people. (E)
- h) Experience of managing large budgets. (D)

Skill

- i) Strong written and spoken English, including high level interpersonal and presentational skills, exceptional negotiating and networking skills and high level of tact and diplomacy skills. (E)
- j) Strong people management skills. (E)
- k) Strong IT skills. (E)
- l) Excellent planning and coordinating skills. (E)
- m) Complex organisational problem solving skills. (D)

Knowledge

- n) Good knowledge of contemporary marketing techniques, both traditional and digital and social media (E)
- o) An understanding of dawah at both a conceptual and practical level. (E)
- p) Knowledge of financial standards, and financial procedures and regulations in charities. (D)
- q) Knowledge of effective advertising and communications initiatives. (E).
- r) Knowledge of Muslim dawah organisations both domestic & international (D)
- s) Knowledge of financial legislation and good practice. (D).

Ability

- t) Ability to work under pressure to agreed deadlines and adapt to change (E)
- u) Ability to work unsociable hours during peak campaigns (D)
- v) Willingness to travel extensively at short notice (E)
- w) Ability to work in a systematic and methodical manner. (E)
- x) Ability to be dynamic and flexible in approach to work. (E)
- y) Ability to manage conflicting and high priority workloads effectively. (E)
- z) Ability to work on own initiative and delegate appropriately. (E)
- aa) Ability to work successfully in a target driven environment. (E)
- bb) Ability to motivate self and others. (E)

Commitment

- cc) Commitment to iERA's mission, vision and values (E)
- dd) Commitment to iERA's ethos (E)
- ee) Commitment to equality of opportunity and diversity (E)