

### Social Media Co-ordinator

- Salary: £22,000 - £25,000
- Hours: 40 hours per week
- Holidays: 22 days + 2 days per Eid + all public holidays
- Reports to Head of Community Development & Engagement
- Based at London Head Office with some travel required

### THE ORGANISATION

MEND is a not-for-profit organisation that was founded to empower and encourage British Muslims within local communities to be more actively involved in British media and politics. We aim to achieve this by:

- Providing critical commentary and analysis on the media coverage that maligns Islam and Muslims and foments anti-Muslim prejudice in the UK and across Europe.
- Promoting active Muslim citizenship through participation in the British political process and fostering close ties with key political institutions.
- Working with organisations to ensure Islamophobia is regarded as socially unacceptable as anti-Semitism and other forms of racism and xenophobia.
- Working with mainstream organisations, in policy forums and public consultations, such as select committees and the Leveson Inquiry to provide informed and critical perspectives on policy issues and ensure an accurate and balanced portrayal of Islam and Muslims in the media.

### THE ROLE

Key elements of the role will encompass:

- Developing a strategy to build MEND's online presence to maximise its reach and help deliver its objectives on key platforms such as Facebook, Twitter and Instagram.
- Co-ordinating and executing the agreed social media strategy, working with in-house designer, MEND staff and volunteers.
- Managing all social media platforms and developing online strategy for key campaigns, as well as reactive campaigns.
- Creating monthly reports documenting performance and analyzing data to improve social media strategy.
- Actively responding to MEND's work in a timely manner to ensure a coordinated marketing approach.

- Live tweeting and social media updates during key events.
- Engaging with our online community, responding to interactions and developing online relationship with key stakeholders.
- Delivering MEND's Social Media Masterclass across the UK.

## THE CANDIDATE

Essential skills and knowledge:

- At least 2 years demonstrable experience of engaging in social media.
- Excellent knowledge of current digital marketing concepts, best practice and strategy.
- Experience in creating short films/ videos to communicate key messages
- Degree level qualification or equivalent.
- Work effectively as part of a team.
- Excellent organisational and time-management skills.
- Dynamism and ability to motivate people.
- Share a deep passion for the objectives of MEND.
- An understanding of the political and cultural climate affecting Muslim in the UK.
- A willingness to occasionally travel throughout the UK.

Desirable skills and knowledge:

- Experience taking photos using a digital camera (DSLR).
- Experience editing videos using software such as Adobe Creative Cloud Suite.

## THE PROCESS

To apply (or for more information), please:

- email [naeem.ibnfarooq@mend.org.uk](mailto:naeem.ibnfarooq@mend.org.uk) with the subject as 'Job Application – Social Media Co-ordinator'.
- attach your **CV and cover letter** stating why you are suitable for the role.
- submit your application in Microsoft Word format and anonymise your cover letter as part of our ongoing efforts to ensure unbiased shortlisting for interview.

Closing date for applications: Open

We regret, only candidates shortlisted for interview will be contacted.