

AHMA Communications Job Vacancies (Voluntary)

Job roles: Communications Lead, Website Administrator, Social Media Officer and Newsletter Editor (volunteers)

Hours: Variable from 2 to 4 hours per week

Location : Islamic Culture Centre, Hale, Altrincham (Most work would be expected to be done remotely)

Reporting: Board of Trustees

Working Hours: Flexible to meet organisation's needs.

Overview of the Centre

The Altrincham and Hale Muslim Association (AHMA) is the hub of the local Muslim Community in Altrincham, Hale, Halebarns and Timperely. It offers a range of religious and social activities. The Islamic Cultural Centre on Grove Lane in Hale is the main place for holding daily prayers and a number of educational activities including the Bayaan Academy (supplementary school for teaching Islam to young people). It welcomes people of all ages, nationalities, madhabs (schools of thought), and levels of knowledge and practice of Islam. We engage with the wider community through our work in local schools, participating in the Altrincham Interfaith Group (of which we are a founding member) and on specific community projects with Trafford Metropolitan Borough Council. We also provide a matrimonial introduction service for the Muslim community.

Overview of the proposed Communications Team

As part of the recent Governance Review, AHMA is planning to create a new Communications Team with excellent creative and communication skills. The successful candidates will have a strong track record in similar roles. This group will be responsible for managing all the communication through the available comms channels – website, Facebook, Instagram, Twitter, WhatsApp, YouTube, and Monthly newsletter. It will engage with both its local community and external media.

Communications Team structure and roles

The Communications Team is a key conduit for AHMA in managing communications both internally and externally. The principle roles are: -

- 1. Communications/Marketing Lead** – oversight of all AHMA comms activity including press and other external parties as required by Trustees. The role will also be responsible for all matters related to AHMA branding and marketing. The role will also manage the Comms Team.
- 2. Website Administrator** – Manages all content published on AHMA website
- 3. Social Media Officer** – Manages all content published on Facebook, Instagram, Twitter, and WhatsApp.
- 4. Monthly Newsletter Editor**– Prepares and publishes monthly newsletter including collating content from congregation.

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5. **Trustee Representative** – Provides input on any strategic issues which need communicating.

Other volunteers will be recruited to work with members of the Comms Team as required i.e. creation of content for website or newsletter

Role descriptions

1. Communications/Marketing Lead

Main Duties / Responsibilities:

- Act as a principal contact to manage all AHMA communications affairs.
- Manages the Communications Team
- Develop and implement AHMA Comms Strategy working closely with Trustees
- Provide Trustees with regular updates on all communications matters
- Manage the editorial content for AHMA website.
- Deal with all media requests
- Produce press briefings/media releases/pitching for interviews (proactive media)
- Prepare briefing and speeches for Trustees as required
- Prepare Management Committee Briefs
- Develop marketing and brand strategy for AHMA
- Overseeing compliance with charity branding
- Monitor and evaluate website performance using Google Analytics or equivalent

Leadership Skills:

- To promote AHMA's vision and mission and to uphold the Charity's values in all day-to-day activities and delivery of services.
- Take business accountability for the delivery of shared business responsibilities e.g. relevant contribution to the Charity's Objectives, Risk Register and Assurance Framework.
- To ensure that AHMA develops a culture that promotes equality and values diversity and that the service it provides meets the needs of all stakeholders. This may involve the development and monitoring of policies and procedures to ensure the services you provide are inclusive to all.
- To participate in AHMA related events as and when required.

Qualifications/Training	Essential	Desirable
A Levels or higher education qualification	X	
Willingness to undertake training and actively seek out personal development opportunities		X
Experience		
At least 2 years' working in a communications role in a not for profit organisation	X	
Managing people	X	

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Social media and other marketing tools	X	
Knowledge and Skills		
Excellent IT skills including Microsoft Outlook, Excel, and PowerPoint	X	
Excellent spoken and written communication and interpersonal skills, inter-cultural sensitivity, and confidence in dealing with a wide range of partners;	X	
Meticulous attention to detail	X	
Self-motivated to learn new concepts and participate in new projects.	X	
Ability to use digital and non-digital marketing and communication techniques;		X
The ability to develop engaging content for use across all digital and mobile platforms;	X	

2. Website Administrator

- Support Communications Lead in delivering AHMA Comms strategy
- Work with Comms Team to plan, create and deliver highly engaging and creative content for the website.
- Work closely with key groups to develop engaging content to upload – text, pictures, and videos onto website.
- Manage publication of all content on AHMA website .
- Monitor and maintain a Comms Team weekly digital communications schedule.
- Monitor and evaluate activity/engagement on the website using Google Analytics.
- Respond to any comments on website and escalate, as necessary.
- Advise groups on the design of new content to be published to the website.
- Liaise with third party service provider on any technical matters affecting performance of website.

Qualifications/Training	Essential	Desirable
A Levels or higher education qualification		X
Willingness to undertake training and actively seek out personal development opportunities		X
Experience		
At least 2 years' experience of working in a social media role in a not for profit organisation	X	
Managing websites	X	
Knowledge and Skills		
Excellent knowledge of website software platforms	X	
Excellent IT skills including Microsoft Outlook, Excel, and PowerPoint	X	
Excellent spoken and written communication and interpersonal skills	X	
Meticulous attention to detail	X	
Ability to use digital and non-digital editorial tools	X	

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Able to work with minimal supervision – self motivated		
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3. Social Media officer

Main Duties / Responsibilities:

- Support Communications Lead in delivering AHMA Comms strategy
- Work with Comms Team to plan, create and deliver highly engaging and creative content for all digital channels
- Manage publication of all content on all AHMA social media channels i.e. Facebook, Instagram, Twitter and WhatsApp Act.
- Oversee YouTube channel publications.
- Monitor and maintain a Comms Team weekly digital communications schedule.
- Monitor and evaluate activity/engagement on all social media channels.
- Respond to any comments on social media channels and escalate, as necessary.
- Advise groups on the design of new content to be published i.e. posters, messages

Qualifications/Training	Essential	Desirable
A Levels or higher education qualification		X
Willingness to undertake training and actively seek out personal development opportunities		X
Experience		
At least 2 years' experience of working in a social media role in a not for profit organisation	X	
Use of editorial/creative software	X	
Knowledge and Skills		
Excellent knowledge of all major social media platforms	X	
Excellent IT skills including Microsoft Outlook, Excel, and PowerPoint	X	
Excellent spoken and written communication and interpersonal skills	X	
Meticulous attention to detail	X	
Ability to use digital and non-digital editorial tools	X	
Ability to capture content from across all digital sources	X	
Able to work with minimal supervision – self motivated		

4. Newsletter Editor

Main Duties / Responsibilities:

- Support Communications Lead in delivering AHMA Comms Strategy
- Manage the publication of the AHMA Monthly newsletter.
- Gather content from contributors across the local community.
- Design newsletter format for use through a range of mediums.
- Review all content with key stakeholders. (Editorial team)

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Qualifications/Training	Essential	Desirable
A Levels or higher education qualification		X
Willingness to undertake training and actively seek out personal development opportunities		X
Experience		
At least 2 years' experience of working in an Editorial/communications role in a not for profit organisation	X	
Use of editorial/creative software	X	
Knowledge and Skills		
Excellent IT skills including Microsoft Outlook, Excel, and PowerPoint	X	
Excellent spoken and written communication and interpersonal skills	X	
Meticulous attention to detail	X	
Good editing skills	X	
Ability to use digital and non-digital editorial tools		X
Ability to capture content from across all digital sources	X	
Able to work with minimal supervision – self motivated		

5. Trustee Representative

Main Duties / Responsibilities:

- Supports Communications Lead in delivering AHMA Comms Strategy
- Advises Comms Team on AHMA priorities
- Provides a direct link with Board of Trustees on important communication matters both internally and externally.
- Provides feedback on Comms related issues affecting the local community.

Please refer to this document when preparing for your interview and be able to demonstrate how you meet the criteria on your application.

Prepared by Zainul Sachak
6th October 2020