

Job Title: Marketing Officer

Reports to: Communications Manager

About the Organisation:

At Al-Ayn, we are committed to ensuring that every orphaned child living in poverty has access to the tools and opportunities they need to overcome their difficult experiences. We believe that when a child fulfils their potential, their own future is transformed as well as the future of their families, their community, and society at large. In order to achieve that, we are led by our core values of transparency, dignity and empowerment.

Hours: Full-time (40 hours a week), based in our London Office. Flexibility to occasionally work outside hours is required.

Pay: £29,018 per annum

Other benefits: Pension scheme enrolment and regular visits to Iraq.

Key Responsibilities:

- Implementing the Charity’s marketing strategy and overseeing its implementation.
- Implementing the digital marketing strategy of the Charity, including SEO, Google Ads, social media advertising and YouTube advertising.
- Overseeing the Charity’s Fundraising and Outreach events.
- Designing posters, social media posts and printed designs.
- Liaising with consultancy agencies and other professionals to improve the work and output of the department.

Skills:	Essential	Desirable
2-3 years’ experience in a relevant role, including experience in digital marketing and graphic design responsibilities	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Experience in utilising a social media management suite and content management systems.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Experience in creating content for a range of marketing and communications channels, both online and offline.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Experience in graphic design, using Adobe Creative Cloud.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Excellent attention to detail.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Excellent written, verbal, and presentation skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Intercultural sensitivity and inclusive language skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Strong working knowledge of Microsoft Office Programs	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to work to agreed outcomes without supervision	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Project management skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Fluency in Arabic	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fluency in Dari	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Strategy creation and execution	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Data literacy and reporting skills	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Competencies:	Essential	Desirable
Excellent organisation and effective communication	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Conflict resolution and critical thinking	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Proactivity and self-motivation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Great listening and rapport building	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to work as part of a team	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to manage pressure and conflicting demands, and prioritise tasks and workload	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Hard working and eager to learn	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Demonstrate adherence to Al-Ayn's ways of working, including exercising discretion appropriately and respecting confidentiality at all times.	<input checked="" type="checkbox"/>	<input type="checkbox"/>