



## Marketing & Communications Manager

### • Location

Greater Manchester

### • Contract Type

Full Time and Permanent

### • Salary

Competitive Package with Incremental Performance Related (OTE) Bonus Scheme

### • Benefits

25 Days Holiday and Budget for Personal and Professional Development

## About Knowledge to Action

We are specialists in character development and social action, providing educational resources and training that aim to nurture confident British Muslims who will benefit society through strong character and social responsibility.

Our mission is to focus on the 'holistic development' of learners in Britain and to make transformative character education accessible to the communities they live in.

Research consistently highlights the relationship between values-based education that focuses on the moral, spiritual, physical, intellectual, cultural, emotional and social development of learners, and social mobility within the UK.

Knowledge to Action's character development initiative (Ilm2Amal) addresses the broad needs of learners, empowering them to move beyond their circumstances to become well rounded, confident, active and ethical citizens who benefit and contribute to their communities.

As a growing organisation, we are recruiting talented individuals with the skill-set, passion and commitment to make this vision a reality and inspire within learners a strong identity and a sense of responsibility.

## The Role

As part of our expansion, we are looking to recruit an experienced Marketing & Communications Manager to join the Senior Management Team at our Head Office in Greater Manchester. This role is critical to the nationwide and global expansion of the organisation's work and a unique opportunity for individuals who are excited by the challenge of marketing a niche project to educators and learners situated in some of Britain's most disadvantaged communities.

Successful candidates will join a dynamic team, benefit from a tailored personal and professional development plan and above all, directly impact the way educators and parents nurture current and future generations of learners in Britain.

## Job Description

### Strategy and Management of Department

- Developing Knowledge to Action's marketing and communications strategy
- Managing all marketing, communications and branding strategies and activities
- Overseeing Knowledge to Action's marketing budget
- Conducting market research and competitor analysis for Knowledge to Action
- Monitoring and reporting on effectiveness of marketing communications

### Brand Awareness & Promotional Campaigns

- Articulating the organisation's vision, strategy, activities, policy positions and commentary on topical issues in line with brand guidelines through appropriate media channels
- Planning, co-ordinating and implementing seasonal marketing campaigns with sales activities
- Managing and improving lead generation campaigns and measuring results
- Managing the marketing strategy for calendar events including conferences, seminars and exhibitions

### Internal Communication

- Enforcing branding guidelines on all products to ensure content, style, presentation and messaging reflects the ethics, values and image of the charity
- Maintaining effective internal communications to ensure that all departments are kept informed of marketing objectives and brand values

### Online & Digital Marketing

- Producing content for the website, social media platforms and newsletters highlighting progress, good practice and news of upcoming events and activities
- Driving traffic to the website using SEO and digital marketing

### Relationship Management

- Managing communication with existing partners and clientele
- Liaising and maintaining strong relationships with media organisations (print, radio, TV and digital)
- Working closely with external design agencies and consultants
- Proposing and overseeing strategic partner relationships for collaborations

To apply for this position, please email your C.V. (2 pages) and covering letter (1 page) setting out your interest and suitability for the role to:

[recruitment@ilm2amal.org](mailto:recruitment@ilm2amal.org)

# Person Specification

## Essential Criteria

### Skills and Experience

- A 2:1 degree or above in Marketing and three A Levels at grade B or above
- Senior level experience (minimum 3 years) within a marketing department or advertising creative agency
- Strategy and planning experience in a brand and/or corporate communications role
- Experience of social media management and digital marketing
- Excellent copywriting, proofreading and editing skills
- Excellent ICT and literacy skills
- Strong analytical and project management skills
- Confident and dynamic personality
- Strong creative outlook
- Strong organisational and leadership skills
- Excellent active listening, negotiation and presentation skills
- Competence to build and effectively manage interpersonal relationships
- Excellent communication and diplomacy
- The ability to work under pressure and multi task
- Adaptable, tactful and able to deal with complex problems

### Work Ethic and Attitude

- Responsible, trustworthy and a self-starter
- Growth mindset with a 'can do' attitude and flexibility
- Demonstrable passion for creative marketing and design
- People centric, goal oriented and performance driven
- Comfortable working in a fast-paced, collaborative environment; must be a team player
- Dedication and commitment to continuous improvement
- Ability to manage multiple deadlines simultaneously
- Enthusiastic and imparting enthusiasm to others

## Desirable Criteria

- Previous experience of working in a marketing role at a UK based charity.

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