



Islamic Relief Worldwide

Islamic Relief UK (IRUK)

Digital Partnerships Coordinator

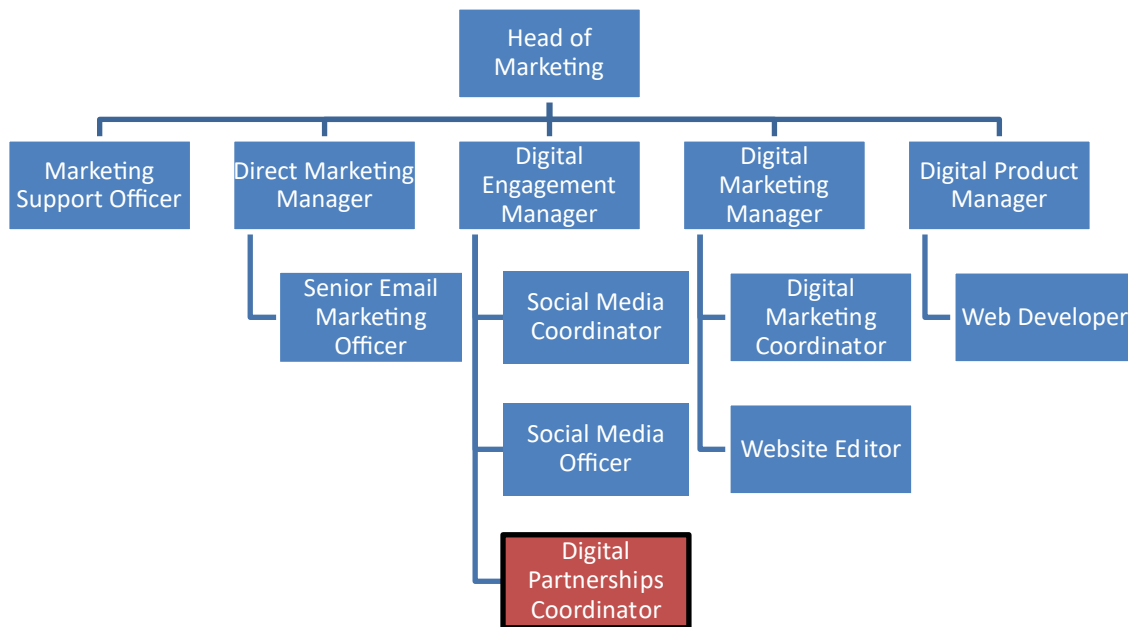
BASE LOCATION:	Waterloo, London (IRUK Head Office)
REPORTING TO:	Digital Engagement Manager
LINE MANAGEMENT RESPONSIBILITIES:	None. May supervise Volunteers and Interns.
<p>ISLAMIC RELIEF: <i>Islamic Relief is an international non-governmental organisation (INGO) founded in the UK in 1984 by a group of medical doctors and activists. Established in response to the widespread famine in Africa, Islamic Relief has grown to become one of the world's largest Muslim INGO with a presence in over 40 countries worldwide.</i></p> <p><i>Since 1984, Islamic Relief has saved and transformed the lives of over 120 million people. By responding to disasters, rebuilding lives and preparing people in case disaster strikes – we save lives before they are lost. In addition to providing disaster and emergency response, we also promote sustainable economic and social development by working with local communities – regardless of race, religion or gender.</i></p> <p><i>Islamic Relief is a member of the Disasters Emergency Committee (DEC) and an implementing partner for ECHO, the World Food Programme (WFP) and UNHCR.</i></p> <p>PURPOSE OF DIVISION (IRUK): Islamic Relief UK (IRUK) is a Strategic Business Unit (SBU) that is part of Islamic Relief Worldwide. IRUK's focus is strengthening effective funding, mobilising for change through advocacy and awareness-raising, and strengthening programme development and delivery. IRUK works with various partners and institutions, from governments, non-governmental organisations and local authorities to grassroots communities.</p> <p>PURPOSE OF DEPARTMENT (MARKETING): The Marketing Department will liaise with key stakeholders to ensure IRUK campaigns and products are effectively promoted to its targeted audiences through integrated and creative marketing and fundraising techniques.</p> <p>The department seeks to raise awareness, funds and understanding of IRUK, grow influence, drive action and ultimately bring key audiences closer to our purpose.</p> <p>JOB PURPOSE: To maintain existing and develop new partnerships with social media influencers, and digital publishers, to broaden the reach of Islamic Relief UK's messaging and campaigns, as part of Islamic Relief UK's wider influencer programme.</p> <p>To raise funds for Islamic Relief's life-saving programmes by leveraging new and existing digital partnerships.</p>	



ORGANISATION CHART IRW and IRUK



DEPARTMENT CHART – MARKETING



KEY WORKING RELATIONSHIPS

- **INTERNAL:**
- Reporting to the Digital Engagement Manager
- Regular engagement with Communications, UK Programmes, and Fundraising department colleagues, to design, plan and execute digital content projects and influencer campaigns — supporting fundraising, brand and advocacy initiatives.

- **EXTERNAL**
- Manage relationships with digital publishers and social media influencers
- Liaise regularly with high profile guests and notable figures

SCOPE AND AUTHORITY

SCOPE OF THE ROLE:

- Reporting to the Digital Engagement Manager, the Digital Partnerships Coordinator (DPC) will play a vital role in IRUK's growth in the digital space.

- As a digital native, the DPC will also be responsible for building new, and developing existing, digital partnerships (digital/social media publishers and social media influencers) to help IRUK reach new and untapped audiences. The partnerships must align with IRUK's mission, vision, and values, and help IRUK acquire new and loyal supporters.
- By working with the wider Marketing department, the DPC will ensure digital partnership activities play a pivotal role in further amplifying the reach of key campaigns (fundraising and advocacy), and well as broader organisational activities and initiatives.
- All activities and decision-making will be underpinned by data, therefore the DPC must be able to analyse data to measure the impact and success of any activities delivered.
- Research, develop and manage an influencer programme for IRUK; identifying and performing outreach to appropriate and relevant notable figures, creating and maintaining relationships.
- Leveraging influencer and digital publisher partnerships to raise funds for IRUK's campaigns and appeals through peer to peer fundraising, and develop new and innovative fundraising strategies.
- Planning and hosting events, trips and activities with influencers and digital publishers.

Responsibility for Resources:

- Responsible for day-to-day relationship with digital publishers and social media influencers
- Manage and coordinate the work of any agencies, freelancers and external consultants required to deliver agreed outputs on projects.



KEY ACCOUNTABILITIES

The job holder is accountable for fulfilling his or her roles and responsibilities in line with Islamic values and principles of fairness, humanity, honesty, respect and fair treatment of his/her colleagues and staff. The following are the main responsibilities that the role holder will be accountable for:

1. Managing Relationships

- Develop and manage relationships with new and existing influencers and digital publishers, in line with organisational campaigns, appeals, activities and initiatives.
- Work closely with other departments at IRUK to map and build on networks, as well as identify partnership and content opportunities.
- Build and develop cross-organisational relationships to facilitate partnerships and strengthen the organisation's understanding of the Digital Partnerships function.

2. Strategy, Planning and Performance Tracking

- Strategically develop new digital partnerships with digital publishers and/or social media influencers to further the reach of Islamic Relief UK's campaigns to new and untapped audiences
- Establish and maintain a thorough partnership management system to track and record communications with prospective ambassadors/partnerships.
- Plan and develop interesting and innovative content to support digital partnership activities to help IRUK deliver a best-in-class digital experience to acquire new supporters.
- Work closely with the wider marketing department to ensure all digital content produced is integrated into the wider digital marketing plans
- Manage digital partnership plans for all campaigns.
- Track, analyse and report on performance of all digital partnership activities.
- Ensure KPIs for all activities are agreed prior to all activities, and the impact and ROI of all activities is measured and reported on in a timely manner
- Develop briefs and coordinate assignments involving creative agencies
- Where required, coordinate digital fundraising activities with the Community Fundraising team for IRUK's online channels.

3. Digital Content

- Manage live content on Islamic Relief UK social media channels featuring influencers and digital publishers
- Liaise with influencers and publishers, on collaborative content during key campaign periods, appeals and activities.
- Research and plan creative content collaborations with digital partners, ensuring communication is clear and consistent with new and warm partners.
- Ensure all communication is recorded and tracked using Asana
- Develop detailed briefs for digital content required to support influencer and digital publisher projects.
- Recruitment of guests for collaborative content and carrying out required due diligence
- Put in place processes for repurposing content for distribution across digital channels
- Make recommendations for improvements and usability for digital channels, such as Facebook, Instagram, TikTok, Twitter and YouTube to improve digital marketing efforts in the long term.

4. Digital Partnerships

- Outreach and on-board existing and potential digital partners (digital/social media publishers and social media influencers) that support our vision and drive growth
- Manage and develop all social media influencer relationships with the aim of reaching new audiences and generating more income
- Work with the Digital Engagement Manager to manage all digital/social media publisher relationships
- Develop content for, and/or in collaboration with, influencers and digital publishers for their social media channels which complements Islamic Relief UK marketing campaigns
- Work with the legal team to put in place contracts where required for any new partnerships
- Ensure consistency of messaging for any campaigns with any digital partner recruited to support Islamic Relief UK's work
- Collaborate internally to maximise on partnership opportunities for a PR/Media, Advocacy or Fundraising perspective
- Develop pitch documents to pitch new ideas and initiatives to influencers and/or digital/social media publishers
- Provide support as required to digital partners to ensure successful delivery of activities/campaigns
- Constant horizon scanning and exploring new potential digital partnerships which could help further the life-saving work of Islamic Relief.
- Research, develop and manage an Ambassador Programme for IRUK; identifying and performing outreach to appropriate and relevant social media influencers, creating and maintaining relationships.

5. Fundraising

- Develop fundraising plans for IR's campaigns, as well as for notable and key dates.
- Meeting fundraising targets and KPIs, set by Digital Engagement Manager as part of reaching the objectives of Marketing Department's Strategy.
- Create innovative and engaging plans to leverage digital partnerships, to generate funds.
- Perform outreach to new and warm influencers to encourage fundraising, particularly during Emergency Appeals.
- Strive for a good balance of fundraising collaborations, as well as partnerships for brand growth and awareness.
- Creating presentations and pitch documents for potential partnerships, outlining fundraising asks and project summaries.
- Providing feedback to influencers following the completion of the fundraising collaboration.

6. Social Media support

- Provide advice and support to relevant teams on how to best leverage digital content and social media to maximise on reach of initiatives
- Support the Social Media Coordinator and Social Media Officer with community management and content moderation
- Provide weekend cover on social media channels as part of an equally shared rota amongst digital engagement team
- Work closely with Social Media Coordinator and Social Media Officer to support and advice on social fundraising and peer to peer fundraising.

7. General Duties of Islamic Relief staff member

- Contribute to the effective and efficient running of Islamic Relief as appropriate
- Participate, as appropriate, in Staff forums and Meetings
- Adhere to Islamic Relief's policies and procedures
- Represent Islamic Relief to the wider community as appropriate
- Treat all colleagues, volunteers and members of the public with dignity and work within and adhere to Islamic Relief's equal opportunities statement and policies
- Ensure professionalism and credibility at all times
- Adhere to any other tasks deemed appropriate by the line manager within the scope of the role.

PERSON SPECIFICATION

It is essential that the post holder shows a good understanding and empathy with the Islamic values and principles as well as commitment to IRW's vision and mission.

Knowledge, Skills and Qualifications:

- Demonstrable experience of implementing digital engagement and social media campaigns to garner support for a cause
- Understanding of the major technology-driven changes and trends affecting the online media and advertising industries
- Experience of creating convincing proposals, pitch documents and/or presentations to attract new partnerships or sponsorships



- Excellent written and verbal communication skills.

Experience:

- Managing influencer marketing campaigns and/or campaigns with digital/social media publishers
- Recruiting high profile individuals and/or social media influencers to support marketing campaigns
- Developing digital content geared towards the British Muslim community
- Experience in live video production, and utilising live video to deliver engagement and communicate interesting and/or urgent messages to supporters and would be supporters
- Relationship and stakeholder management
- Negotiating and influencing, both internally and externally
- Understanding of charity/third sector marketing
- Be able to deliver presentations and sell new ideas at board level.

Personal Qualities:

- Highly organised, with an ability to multitask and self-manage, while dealing with a busy
- Able to work collaborative and develop positive and productive relationships with internal and external stakeholders
- Results focused – ability to oversee, plan, co-ordinate and deliver objectives and targets with a positive drive to achieve results
- Creative and innovative, with a real passion for social media and content creation.
- Able to absorb and critically evaluate a large amount of information and data in order to make decisions
- Strong independent judgement in managing external organisations and internal contacts.

Desirable:

- Understanding of Islam and the significance of charitable giving
- Experience using social media analytics tools such as: Sprout Social, Hootsuite, etc.
- Working knowledge of Bengali, Urdu or Arabic
- Professional qualification(s) in journalism and/or social media would be an advantage