



Digital Content & Social Media Officer

Freelance
2-3 Months





Day rate: £200-£250 dependent on experience



Location: Remote but with some travel to our hub locations of Bradford and Birmingham



Requirement: 2-3 days per week

Our Mission and Values

Amal works to tackle a root cause of the discrimination that adversely affects the lives of all Muslims in the UK – a dominant narrative which is negative, stereotyping and monolithic. We exist to help shift the narrative to one that is confident, diverse and just.

How do we do this?

Growing Opportunities

We support three sets of stakeholders – Muslim communities, artists, and mainly mainstream arts and cultural organisations – to work more closely together to grow opportunities for Muslims to fully express and realise their creative potential and to share and celebrate this creativity with others.

Enabling Stakeholders

Through our practical programmes of support and our co-created projects, we incentivise and enable our stakeholders to do work that is unlikely to happen otherwise – because Muslims and Muslim organisations have been deterred from creative engagement by multiple barriers including deprivation, because there is little understanding of the practice of Muslim artists in the mainstream and little action geared towards tackling Islamophobia, and because mainstream arts and cultural organisations have limited connections to Muslim artists and community groups.

Authentic Engagement

The result of our work is that more Muslims engage in creative activity, more Muslim organisations offer creative activities to their communities, Muslim artists have more opportunities to sustain successful careers and more arts organisations serve Muslim communities and artists in a less tokenised and more authentic way.

Giving a Voice

Over time these outcomes result in a greater diversity of Muslim stories being told and heard, increased visibility for Muslims in the creative sectors and richer encounters between Muslims and other communities.

Did you Know?

Muslims are the largest minority in the UK, 6.5% of the population. Collectively, they are in the worst socio-economic position in the country. They have been subjected to relentless political, media and policy scrutiny which is largely negative. As a result, the British public feels much more negatively towards Muslims than it does towards any other group except Gypsy and Irish Travellers.

The Way We Work

Our cornerstone programme Amal Connects recognises that shifting the narrative is about growing opportunities for Muslims to tell their own stories in their own ways. We help to do this through our six work programmes: consulting, connecting, creative visualisation, co-created projects, convening and capacity building. We follow three principles in our work:

Place

Because to grow the creative potential of some of the communities least engaged in mainstream creative activity, opportunities must be taken to them. We therefore currently work in two hub locations, Birmingham and Bradford. After London these are the largest centres of Muslim population in the UK.

Co-creation

Because this puts the interests, concerns and aspirations of Muslim communities at the centre of everything we do.

Partnership

Because it is by growing the ways our three sets of stakeholders work together that we create the change we seek, a community of practice in the creative sectors that fully represents Muslims.

Find out more about Amal

The Role

We are seeking a dynamic individual who possesses a passion for all things social. Your role as Amal's Digital Content and Social Media Officer will be to leverage your creative skills to produce persuasive, informative and attention-grabbing content that captivates audiences, portrays the value of our work and drives positive change. You will be responsible for developing and executing a digital content plan to help Amal achieve its mission and objectives.

Reporting to	Head of Operations and Chief Executive Officer
Responsible for	No direct reports
Stakeholders	Community organisations serving Muslim communities and members in Amal hubs, mainstream arts organisations, artists (of Muslim heritage), funders, donors, government, media

Job Purpose

The Digital Content and Social Media Officer will be responsible for developing and implementing a content plan to engage stakeholders and support fundraising efforts. This role will require creative content creation and storytelling to enhance the visibility of our organisation and partners, drive engagement, and inspire contributions to our cause. Working closely with the team, the Digital Content and Social Media Officer will focus on creating persuasive content across multiple digital platforms such as social media, email newsletters, and our website to increase our impact for the communities we serve.

If you are a creative and driven individual with a passion for digital communications and a commitment to making a positive impact, we would love to hear from you.

Responsibilities

- Creating a clear communications and marketing content schedule for Amal's digital platforms
- Creating compelling digital content that communicates Amal's mission and appeals to target audiences
- Managing and maintaining Amal's social media presence on various platforms
- Updating and optimising Amal's website using WordPress
- Developing and distributing newsletters and updates using Mailchimp
- Applying SEO strategies and executing Google Ads and social media advertising campaigns
- Monitoring and analysing the impact of Amal's marketing and communications activities using Google Analytics and social media metrics
- Collaborating with filmmakers, photographers and partners to create content for communications and evaluation

Skills and Qualifications

- Proven experience in executing digital communications strategies catering to the needs of multiple audiences
- Proven experience in delivering social media campaigns (organic and paid)
- Knowledge of digital marketing and communications strategies
- Ability to create high-quality digital content using tools like Canva and Adobe Creative Suite
- Knowledge of SEO strategies and Google Ads
- Familiarity with email marketing platforms and website management tools like WordPress and Mailchimp
- Ability to handle administrative matters and record keeping in an organised fashion
- Personal and/or working links to Muslim communities and understanding of the norms and nuances that need to be respected
- Knowledge of data protection and safeguarding principles and practices
- Excellent organisational and time management skills with a delivery focused work ethic
- Data analysis skills and experience in using tools like Google Analytics
- Knowledge of the arts sector

Values

- Commitment to Amal's mission to help shift the narrative around Muslims in the UK to one that is confident, diverse and just
- Commitment to Amal's values of social justice, compassion and conviviality
- Commitment to diversity, equity and inclusion

How to Apply

Please send your CV and a short covering letter outlining how your skills and experience fits with the responsibilities and skills required for the role to recruitment@amal.org.uk. Please provide links to samples of your work. We can accept applications in written, audio and video formats.

-  Written
-  Audio
-  Video

Additional Information

Travel: Availability for occasional travel to London, Bradford and Birmingham may be required. The duties may vary from time to time.

Deadline: We are actively recruiting for this position and it will be filled when we feel the right candidate has been found.

Interview: You will be asked to attend an interview via zoom or in person (London).
Start date: As soon as possible.

Questions: If you have any questions before applying for the role, please contact Hana Alhirsi-Evans on hana@amal.org.uk or 0112 751 0275.

Feedback: Unfortunately we are unable to give feedback to applicants not shortlisted for interviews. We provide feedback upon request to candidates interviewed.

Equal Opportunities

Amal is an equal opportunities employer. We actively promote diversity and strongly encourage applications from people from racially minoritised communities, as well as other under-represented groups. We welcome applications from people with lived experience of the communities and people we serve. To help us monitor and evaluate our progress on this, we would appreciate you filling in our equal opportunities monitoring form and emailing it to monitoring@amal.org.uk.

Data Protection

All documentation relating to candidates will be treated confidentially in accordance with GDPR legislation.

Contact Details

Amal
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