

Job Description	
Job Title:	Marketing Officer
Location:	Hybrid between Office in Dubai and home
Reports to:	Operations Director
Contract type:	Permanent Full Time Role
Direct Reports:	Small team of marketing volunteers, working alongside Marketing Coordinator (UK based)
Salary:	AED 8400

OVERALL PURPOSE OF THE JOB

The job holder will lead work on marketing and communications, supporting the CEO for the development of the marketing strategy and will have overall accountability for its implementation working with the CEO and partners as appropriate, and the Fundraising and Partnership Officer who is responsible for the Fundraising Strategy. Understand the culture and diversity that impacts marketing strategy in the UAE, UK and Malawi.

The key elements of the role are as follows

- Support the CEO and partners with the development of the Marketing Strategy and manage the implementation of the strategy
- Work with the CEO, Fundraising and Partnership Officer and Communications Officer in Malawi to support all activities across the UK, Malawi and the UAE
- Increase awareness of the Sparkle brand and open as many opportunities as possible through social media communications and other communication channels, using the optimum method to reach audiences and drive engagement
- Ensure Sparkle's brand is reflected across marketing and communication activities
- Ensure all current donors have the latest information about Sparkle through newsletters, impact reports, website etc
- Manage and create new content for online giving campaigns
- Manage the content of Sparkle's website (WordPress)
- Working with the CEO, embed analytics and reporting on key areas such as trends and audience segmentation
- Determine the need for volunteers to support marketing initiatives and manage all marketing volunteers

RESPONSIBILITIES

Marketing Strategy

- Working with the CEO and partners to develop a marketing strategy
- Manage the implementation of the marketing strategy
- Keep all stakeholders, primarily the CEO informed about the status of marketing activities

Supporting Fundraising Activities

- Provide marketing material for fundraising activities and other Sparkle events
- Support the management of specific events as agreed with the CEO or Fundraising and Partnership Officer
- Assist with researching and approaching corporate entities for sponsorships, partnerships and donations
- Develop, review and continuously improve fundraising and marketing support (e.g. fundraising packs and materials)

- Support fundraising activities utilising a hybrid approach of traditional and digital marketing and communication channels

Increasing Brand Awareness through Social Media

- Manage all social media platforms on a daily basis, producing engaging and relevant content and engaging and responding to comments on social media
- Produce press releases, blogs etc to increase awareness and to support Sparkle events and news
- Provide the CEO with a monthly report on analytics to include social media engagement, followers and newsletter open rate and the usage of all other marketing channels
- Manage the content calendar for a multi-cultural organisation and ensure implementation

Donor Management & Development of Communication Material

- Manage and report on donor retention, identifying and implementing ways to increase the number of new donors and retain existing donors
- Create engaging newsletters using MailChimp, maintain the newsletter database and update Sparkle's CRM (Beacon), ensuring accuracy and consistency of all records, reporting on trends
- Manage Sparkle's website content (WordPress) with the support of external parties who will provide technical development support
- Produce and maintain material for all marketing, including websites, brochures, packs, applications and any other promotional channels for donors and any other stakeholders
- Manage photos and videos libraries and ensure they are all filed in an organised manner on Sharepoint
- Work with the Communications Officer in Malawi to write engaging case studies, blogs

Online Giving

- Develop, manage and maintain Sparkle's online fundraising platforms and ensure a quarterly campaign is carried out across the different platforms
- Create and update content for online giving campaigns
- Monitor and report on the success of online giving

Volunteer Management

- Determine the need for volunteer support for all marketing and communications initiatives
- With the support from the Volunteer and Administrator Officer to recruit suitable volunteers
- Manage all marketing and communications volunteers, ensuring they are clear on their role and tasks and provide them with appropriate support, training etc

WORKING RELATIONSHIPS

- Weekly Meetings with the CEO
- Work closely with the Fundraising and Partnership Officer
- Managing a group of Marketing & Communication Volunteers
- Work with Volunteers with provide specific support e.g. graphic designers
- Work alongside Corporate Partners / Donors who may support events, fundraising activities and marketing initiatives

IDEAL EXPERIENCE, SKILLS & PERSONAL ATTRIBUTES

- Weekly Meetings with the CEO
- Work closely with the Fundraising and Partnership Officer
- Managing a group of Marketing & Communication Volunteers

- Work with Volunteers with provide specific support e.g. graphic designers
- Work alongside Corporate Partners / Donors who may support events, fundraising activities and marketing initiatives
- Ability to represent CEO and make some decisions on behalf of the CEO when working with members of the Sparkle Malawi / UK / UAE teams
- Ability to carry out research on potential donors and partners
- Ability to draft / produce proposals
- Good interpersonal skills and customer service skills and the ability to act as first point of contact on a range of questions from external bodies including partners and also Sparkle Trustees, employees and volunteers
- Ability to plan, meet deadlines and multitask with minimum supervision
- Friendly, positive and personable manner with a flexible approach
- Highly organised with excellent attention to detail
- Flexibility as will be sometimes required to work in different time zones
- Excellent standard of written English, ability to write clear formal letters and emails
- Excellent IT skills including Office 365 (SharePoint, Office, Excel, OneNote, PowerPoint etc), Zoom and Hootsuite
- Fluent in Arabic

To apply please send CVs to admin@sparklemalawi.org