

# Da'watul Islam UK & Eire

Darul Ummah 56 Bigland Street London E1 2ND Tel: 020 7 790 5166 Fax: 020 7 790 2005  
www.dawatul-islam.org.uk email: info@dawatul-islam.org.uk

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## Vacancy for a full-time Graphic & Digital Creative Officer.

Salary: £22,000 – £25,000 depending on experience.

Application Deadline: 24th October 2019.

### The position:

Dawatul Islam has an exciting opportunity for a skilled and creative Graphic Designer / Web Designer to join our Project Office Team. The post holder will work on a range of projects as we grow our Charity– working on web, print and branding related design projects. There is also the opportunity to work on wider marketing campaigns. We are looking to take someone full-time.

### The role:

We are in the process of designing and delivering our concept of 'Darul Ummah without Walls' and have a number of design projects which we are keen to take forward across different platforms and devices.

The role will include:

- Finalising and launching our new websites and creating impactful social media presence for our various projects and institutions.
- Creating attractive design for fundraising appeals, presentations and other marketing and campaign material.
- Work on designs around our re-brand.

This is a particularly exciting time in the trajectory of our organisation, and the selected candidate will have a key role to play in developing both our brand and maximising our impact.

### The organisation:

Since 1978, Da'watul Islam has worked to bring people together in peace and harmony, nurturing and supporting our families and children, building our schools, centres and community. A faith-based charity and a founding member of the Muslim Council of Great Britain, our name means 'invitation to peace'. Together we are working towards a society of equals– and everyone's invited.

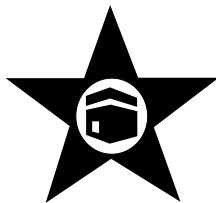
### The person:

We are looking for:

- Someone who has experience in and is proficient in both web and graphic design on different mediums and platforms.
- Be able to transform ideas and concepts into a final design ready for production.
- Someone who enjoys working with a wide range of people and is interested in our values.
- A creative individual who is open and interested in new ideas.

### To apply:

For more information and to apply please submit a cover letter and CV to [info@dawatul-islam.org.uk](mailto:info@dawatul-islam.org.uk)



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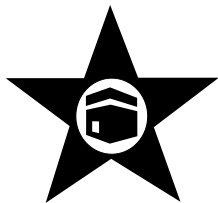
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<b>Job title:</b>	Graphics & Digital Creative Officer (Digital Comms, Marketing, Multimedia, Strategy, Broadcasting & AV).
<b>Department:</b>	DI Project Office.
<b>Reports to:</b>	Darul Ummah Centre Development Manager.
<b>Job purpose:</b>	To support the Charity to create, develop and distribute the best possible content in order to achieve its aims and objectives by developing and maintaining effective internal and external digital communications processes. The post holder will have day-to-day responsibility for maintaining the Charity's website(s) and intranet, and support the delivery of its 'Darul Ummah without Walls' digital strategy.
<b>Contract:</b>	Permanent.
<b>Salary:</b>	£22,000 – £25,000 depending on experience.
<b>Hours:</b>	35
<b>Location:</b>	Darul Ummah, 56 Bigland Street, Shadwell, London E1 2ND.

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## Key roles:

- The post holder will be responsible for developing and maintaining the Charity's digital media channels including website(s) in order to enhance the Charity's public relations.
- Support the development and implementation of the Charity's 'Darul Ummah without Walls' digital strategy.
- Liaise with internal stakeholders to develop, design and produce content for digital channels.
- Develop communications across the Charity's corporate digital channels and ensure corporate websites are up-to-date, relevant and on brand.
- Deliver training to staff and service users on how to use content management systems.
- Effectively monitor and analyse performance of digital channels.
- Management of intranet CMS editors.
- To ensure all statutory information is updated on websites and channels.
- Management of external digital suppliers and agencies including print suppliers.
- Liaise with internal stakeholders and advise them on digital communications and appropriate channels for use.



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- Establish a network of website and intranet editors and monitor their work in terms of quality and timeliness.
- Provide desktop publishing and design support to the Project Office, Charity projects, institutions and stakeholders.

## **Key relationships:**

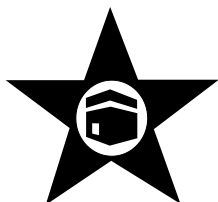
Graphics & Digital Creative Officer will liaise with the Darul Ummah Centre Manager, other stakeholders, including Trustees and staff, other Service Heads in the Charity and technology providers.

## **Main tasks and responsibilities:**

- Ensure the effectiveness, and integrity of all content across the organisation's public facing digital channels including website and intranet.
- To manage the day to day editing requirements for the organisation's website and intranet.
- Ensure that digital products such as documents and videos are fit for purpose, and adhere to the Charity's branding.
- Use insight, research, social media listening tools and analytics to determine promote meaningful online interactions with users.
- Provide basic project management and technical implementation skills to support the Charity to deliver a range of digital initiatives.
- Provide advice to internal teams on the most effective way to publish their digital content.
- Work with teams to determine the best routes to internal and external audiences.
- Ensure that government standards for digital content accessibility are followed.
- Review new technologies and keep the organisation at the forefront of developments in digital marketing.
- Ensure that external digital suppliers working practices are in accord with the Charity's policies.

## **To comply with the Charity's general policies and procedures:**

- To have responsibility for the Health, Safety and Welfare of self and others and to comply at all times with the requirement of Health and Safety Regulations.
- To ensure confidentiality at all times, only releasing confidential information obtained during the course of employment to those acting in an official capacity in accordance with the provisions of the Data Protection Act and its amendments.
- To work in accordance with the Charity's policy to eliminate unlawful discrimination and promote good race relations and diversity in the workplace. To positively promote, at all times, equality of opportunity in service delivery in accordance with the Charity's policies, to ensure that no person receives less favourable treatment than another on the grounds of sex, marital status, race, religion, creed, colour, nationality, ethnic or national origin, sexual orientation or disability.



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- To undertake such duties as may be required from time to time as are consistent with the responsibilities of the position and the needs of the Charity.

## Person specification

	Essential	Desirable
<i>Qualifications and training</i>	<ul style="list-style-type: none"> <li>Previous experience in a similar digital role.</li> <li>Fluent in Photoshop, Illustrator and other graphics packages including Adobes' Creative Suite.</li> <li>Video Production skills.</li> <li>Video Editing skills.</li> <li>Strong understanding of web analytics.</li> <li>Advanced social media skills.</li> <li>Fluent understanding of CMS including WordPress.</li> <li>Understanding and experience in using Google analytics or similar package.</li> <li>Strong awareness of web usability and accessibility issues.</li> </ul>	<ul style="list-style-type: none"> <li>Broadcast &amp; AV Technical skills.</li> <li>Understanding of mobile web development methodologies.</li> <li>Understanding of cross-browser development requirements.</li> <li>Technical understanding of how a webserver sends data to the web browser.</li> <li>Technical understanding of live broadcasting and online streaming.</li> </ul>
<i>General skills and abilities</i>	<ul style="list-style-type: none"> <li>Specialist knowledge of Branding &amp; Brand Management.</li> <li>Specialist knowledge of the technical aspects of website development and the environment in which these technologies and methodologies operate.</li> <li>Specialist knowledge of the IT software and hardware tools used to store, process, retrieve analyse and present information to website users within and external to the organisation</li> <li>Experience in assembling user requirements, analysing the business and technical issues involved and devising innovative solutions to meet them.</li> <li>Knowledge of data protection issues.</li> <li>Able to work on own initiative</li> </ul>	<ul style="list-style-type: none"> <li>Political awareness and sensitivity.</li> </ul>



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	<ul style="list-style-type: none"> <li>– especially in identifying opportunities to promote the organisation's work.</li> <li>• Able to work under pressure and prioritise workload.</li> <li>• Creativity in the use of presentation materials and document production.</li> <li>• High attention to detail.</li> <li>• Able to work to strict deadlines.</li> <li>• To be able to work on weekends and evenings as and when required.</li> </ul>	
<i>Communication skills</i>	<ul style="list-style-type: none"> <li>• Able to communicate with a wide range of people at all levels of the Charity.</li> <li>• Strong proof reading skills.</li> <li>• Ability to translate complex technical information and communicate this to a lay audience.</li> </ul>	<ul style="list-style-type: none"> <li>• Effective copywriting skills.</li> <li>• Written, oral and public presentation.</li> </ul>
<i>Experience</i>	<ul style="list-style-type: none"> <li>• Writing web content.</li> <li>• Web editing and proof reading.</li> <li>• Experience of using web content management tools and techniques.</li> <li>• Search engine optimisation.</li> <li>• Experience in assembling and analysing user requirements.</li> <li>• Experience of devising solutions to meet agreed requirements.</li> <li>• Experience of managing small development projects.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Dawah and Islamic organisations.</li> <li>• Event Management - Audio Visual Technical skills &amp; experience.</li> <li>• iPhone and Android app development.</li> <li>• Mobile web development</li> <li>• HTML, CSS &amp; PHP development.</li> <li>• MySQL Databases.</li> </ul>
<i>Personal qualities</i>	<ul style="list-style-type: none"> <li>• A team player.</li> <li>• Friendly and flexible attitude.</li> <li>• Excellent interpersonal skills.</li> <li>• Creative and innovative.</li> <li>• Well-presented and self-motivated.</li> <li>• Patient and able to understand the work processes of others.</li> </ul>	

This job description is not an exhaustive document but is a reflection of the current position. Details and emphasis may change in line with service needs after consultation with the post holder.