

# Marketing Specialist

The Islamic Association of Raleigh (IAR) is seeking a motivated, trustworthy individual to serve in the role of Marketing Specialist. The position is a paid, part-time position requiring 20 hours per week with the potential for additional hours during peak periods.

The Islamic Association of Raleigh (IAR) is an Islamic center serving as a mosque, school, and a gathering place for the Muslim community in the Research Triangle region of North Carolina. The IAR is the largest mosque in the Carolina and among the oldest in the area, hosting over three thousand congregants every Friday.

## Overall Objectives

- To promote and market the programs of the IAR through both online publications, such as social media and website posts, and print materials, such as newsletters, annual reports, and brochures.
- Develop and enforce consistent brand identity and usage in all communications
- To deliver an outstanding, professional, courteous service experience to the congregants and community of IAR

## Essential Job Functions

The Marketing Specialist will be responsible for ensuring consistent and high quality communications are delivered to our congregation and broader community through social media, website posts, email newsletter, and print communications. In addition, the Marketing Specialist will engage directly with the finance and fundraising teams to integrate marketing strategies into sustainable donation and financial development instruments.

## Job Tasks

- In coordination with the CEO, create a plan and implement strategies for branding the organization.
  - Manage social-media accounts (Facebook, Twitter, YouTube and other social outlets as well) and create social-media best practices, ensure consistent communications and develop ongoing, engaging promotions
- Help maintain and enhance the brand image visually meet objectives and align with the organizational style
  - Create a repository of approved images (custom or stock), custom graphics, typography and other visual resources for organization-wide use
- Integrate IAR marketing outlets and congregant engagement points into a holistic marketing ecosystem
- Liaise with IT team and Administration to ensure the upkeep of the website consistent with the IAR brand, including copywriting, brand-appropriate custom or stock imagery and SEO best-practices
- Engage with finance and fundraising teams to integrate marketing strategies into sustainable donation and financial development instruments

- Serve as point of contact for all committees that need graphic design and copywriting assistance and develop and distribute announcements
- Work with departments to support list building and keep a repository of lists to be used inter-departmentally as-needed for marketing
- Respond to informational requests and social media messages as governed by appropriate IAR policy, procedure, and strategy
- Attend regular meetings and perform any administrative tasks necessary

### **Qualifications**

- Advanced skills in Photoshop, Adobe InDesign, Illustrator or similar graphic program
- Advanced knowledge of Microsoft Powerpoint and Google Slides
- Social Media marketing experience
- Skilled in presentation designs, and creating designs for social media projects.
- Proficient in Google Suite and Microsoft Office.
- 1+ years of work within either a non-profit or student organization or 6+ months in a corporate setting
- Experience with HTML/CSS a benefit, but not required
- Experience with video editing program such as Premier Pro, Final Cut Pro or similar a plus, not required
- Degree in marketing or business administration a plus, but not required

**Compensation & Benefits:** Compensation is commensurate with experience. The employee will be a non-exempt hourly employee. IAR Personnel policy governs work conditions and benefits. All staff members are on probation for the first 90 days and are reviewed annually.

**To apply,** send résumé, design portfolio (including at least one PPT or Slides presentation example) and 3 references by email to: [jobs@raleighmasjid.org](mailto:jobs@raleighmasjid.org) with the job code of IAR-Marketing in the email subject line.

Deadline for applications is August 7th, 2020. However, IAR reserves the right to keep this position open until filled. IAR is an equal opportunity employer.