

East London Mosque Trust

Candidate Information for the role of Media & Communications Manager

As one of the largest mosques and Islamic centres in the country, with a wide range of activities and external contacts, media and public relations are an important part of our work. Effective communication, not only with people who use our facility but also with wider society, is vital if we are to continue to make a meaningful contribution to our local communities and beyond.

The Media & Communications Manager is a key public face, not only of the East London Mosque Trust (ELMT), but also of the beliefs and values of Islam and Muslims. You need to have a sound understanding of Islam, and strong insight into issues and dynamics within the British Muslim community. You will also have an important role in representing the ELMT, putting forward its views and those of the community it serves, promoting the faith of Islam, and building good relationships with a wide variety of people and organisations. You will also deal with day-to-day media work, marketing and PR. Above all, you will help to ensure the reputation of the ELMT is protected.

This role requires some flexibility in working hours and may include some evenings and weekends.

Key priorities

- Engage both proactively and reactively with the media
- Implement our media strategy
- Represent the ELMT and the faith of Islam in wider society

About the East London Mosque Trust (ELMT)

The East London Mosque is London's oldest Mosque, serving the UK's largest Muslim community. In 2004 its facilities were greatly expanded with the addition of the London Muslim Centre, which has hosted a wide range of ground-breaking services. The latest expansion, the Maryam Centre, opened in 2013 adding further prayer space, a Visitor Centre, and substantial facilities for women of all ages. Currently the main prayer hall is being extended, and recently the neighbouring Synagogue was acquired for future development.

Our mission is to serve, educate and inspire.

Our vision is to see a world of God consciousness, respect, dignity and justice.

East London Mosque Trust

Job Description for the role of Media & Communications Manager

Job title: Media & Communications Manager

Salary: £30,184 – £35,030 (ELMT pay scale F2–G1)

Responsible to: Director of Finance & Engagement

Job Purpose: You will lead on all media and communication matters relating to the ELMT, which will include marketing and public relations. You will also ensure effective representation with external stakeholders, particularly with the media.

Media and Communication

The Media & Communications Manager is responsible for all aspects of media, communication and public relations.

The Media & Communications Manager will:

- Proactively raise the profile and awareness of the ELMT and its work amongst Government, public, private and community sectors.
- Passionately share and promote the faith of Islam and its values to internal and external stakeholders.
- Act as the main point of contact for enquiries from the media, including evaluating and fulfilling interview requests.
- Respond when appropriate to issues that affect the ELMT and the wider Muslim community.
- Lead the development, content management and maintenance of our websites and apps.
- Manage ELMT social media, such as Twitter, Facebook, Instagram, etc, and ensure ELMT makes use of any appropriate new media.
- Lead the production of print media such as brochures, calendars and timetables.
- Ensure our media resources, such as photos and videos, are preserved and readily accessible.
- Attend relevant network and partnership meetings to represent the ELMT and its projects.
- Organise and support events, project launches, and VIP visits.
- Work with relevant stakeholders to implement the ELMT media strategy.
- Obtain external advice when necessary, such as legal or journalistic.
- Develop relationships with journalists, media agencies and film-makers.
- Arrange professional photography and audio-video recording when required.
- Help promote and market the services and projects of the ELMT.
- Support the fundraising initiatives/activities of ELMT.
- Maintain effective internal publicity of media work.
- Provide basic media training when needed to ELMT staff and volunteers.

Professional Responsibilities

The Media & Communications Manager is part of the Senior Management Team, and is responsible for ensuring the implementation of key policies and protocols.

The Media & Communications Manager will:

- Adhere to the ELMT's policies and procedures.
- Lead a communications team and maintain its professional standards.
- Represent the ELMT at external bodies and meetings when required.
- Undertake continuous professional development in line with relevant requirements.
- Maintain confidentiality where appropriate.

Administrative

The East London Mosque Trust is a large organisation that needs to account for its actions, ensure its resources are used well, and monitor the services it provides.

The Media & Communications Manager will:

- Maintain adequate records, and ensure the others in the communications team do likewise.
- Provide regular reports to your line manager.

General

The East London Mosque Trust is an organisation that seeks to set the highest standards, and thrives through the 'added value' brought by employees and volunteers.

The Media & Communications Manager will:

- Work flexibly and undertake any other duties agreed between you and your line manager.
- Support projects of the ELMT and participate in multi-disciplinary cross-organisational groups and project teams.
- Attend staff and management meetings when required.

Normal working hours will be agreed with your line manager, though these hours will be to be flexible to meet the requirements of the role.

THIS JOB DESCRIPTION IS SUBJECT TO ANNUAL REVIEW AND ALTERATIONS MAY BE NEGOTIATED TO REFLECT THE CHANGING NEEDS OF ELMT.

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Person Specification for the role of Media & Communications Manager

Candidates should provide evidence for all the essential criteria required at application

1	Skills and Experience	
1.1	At least two years' experience in a similar role.	E
1.2	Excellent knowledge of issues and dynamics within British Muslim communities and the challenges they face.	E
1.3	Good understanding of the beliefs and practices of Islam.	E
1.4	Experience of liaising and working with print and broadcast media, including acting as a spokesperson.	E
1.5	Experience of using electronic media such as emails, websites and social media platforms to promote positive news stories.	E
1.6	Strong presentation skills.	E
1.7	Proficient in word-processing, PowerPoint presentations, internet research, etc.	E
1.8	Excellent command of English, both written and verbal.	E
1.9	Good organisational skills.	E
1.10	Experience working with mainstream media.	D
1.11	Experience working with other faith and BME communities.	D
1.12	Proficient in design packages such as Photoshop, InDesign and Illustrator.	D
1.13	Knowledge of print production process.	D
1.14	Additional community language.	D
2	Personal Qualities	
2.1	Self-motivated, reliable and able to work on own initiative.	E
2.2	Able to work under pressure to meet deadlines and manage conflicting demands.	E
2.3	Able to develop and maintain good working relationships with other bodies and organisations.	E
3	Equality and Diversity	
3.1	Commitment to equality and diversity.	E
4	Education and Training	
4.1	Qualified to degree level or equivalent.	D
4.2	Relevant training in media, communications or public relations.	D
5	Other	
5.1	Able to work flexibly, including evenings, weekends and public holidays.	E
5.2	Committed to ELMT's mission, vision and values.	E
5.3	Must be a permanent resident in the UK without restriction on employment.	E

E – Essential **D – Desirable**

East London Mosque Trust

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