

Job Description	
<b>Job Title:</b>	Marketing Coordinator
<b>Location:</b>	Hybrid between office and home (Dubai-based role)
<b>Reports to:</b>	Operations Manager
<b>Contract type:</b>	Permanent Full Time
<b>Direct Reports:</b>	Social Media Intern

## 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 Operations Manager who is responsible for the Fundraising Strategy. Understand the culture and diversity that impacts marketing strategy in the UAE, UK, US 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, Operations Manager, Volunteer Coordinator and Marketing Team 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 Marketing Team to develop the 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 General Manager
- 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, materials, presentations/slides)
- Support fundraising activities utilising a hybrid approach of traditional and digital marketing and communication channels

- Support with collecting and preparing content from fundraising and awareness events to be used for marketing and promotional purposes

#### **Increasing Brand Awareness through Social Media**

- Oversee the management of all social media platforms, producing engaging and relevant content and engaging and responding to comments on social media
- Work with partner organisations to 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
- Oversee the management of Sparkle's website content, ensuring team, events, blogs, vacancies, statistics and charity information are up to date
- Oversee the production and maintenance of 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 Dropbox
- Work with the team in Malawi to write engaging case studies and 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
- Support the Volunteer Coordinator 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 and Marketing Team in Malawi
- Work closely with the General Manager and Operations Manager
- Work alongside Corporate Partners / Donors who may support events, fundraising activities and marketing initiatives

### **IDEAL EXPERIENCE, SKILLS & PERSONAL ATTRIBUTES**

- 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

**Working Hours & Benefits**

This is a full-time role based in Dubai, working 40 hours per week. The postholder will be expected to work four days in the office and one day from home. Occasional flexibility may be permitted within reason, subject to operational needs and line manager approval. Annual leave entitlement is 22 days (pro rata) plus UAE public holidays, in line with MOHRE regulations. Some evening or weekend work may be required to support events and key activities, with time off in lieu provided. The role is offered on a permanent contract, subject to a six-month probation period.

We offer a supportive and collaborative working culture, with opportunities for professional growth and the chance to make a meaningful impact through our work.