

Job Title: Senior Communications Officer

Reports to: Director of Communications

Hours: Full-time (40 hours per week)

Location: London

About the Organisation:

At Al-Ayn, we are committed to ensuring that every orphaned child living in poverty has access to the tools and opportunities they need to overcome their difficult experiences. We believe that when a child fulfils their potential, their own future is transformed as well as the future of their families, their community, and society at large. To achieve that, we are led by our core values of transparency, dignity and empowerment.

Job Overview:

The Senior Communications Officer is primarily responsible for overseeing the development and implementation of plans and projects within Al-Ayn International's Communications Department. They will liaise with the Director of Communications and Marketing Manager from within the department, and with heads of other departments within Al-Ayn International to ensure projects are managed efficiently, and reports are produced regularly.

Key Responsibilities:

- Coordinate with the Senior Management Team, Director of Communications, Marketing Manager and other internal departments to develop a general Communications plan.
- Collaborating with the Communications Team, develop and oversee a promotional strategy for:
 - Sadaqa Boxes
 - Sadaqa Jariya
 - Khums (Calculator and Ijaza)
 - Operational Budget
 - Country specific strategies
 - Any other needed strategies
- Produce regular reports on progress of plans and strategies, highlighting achievements and risks that need to be addressed.
- Prepare an annual calendar for the Communications Department in coordination with the Marketing Manager, including important dates/campaigns for international offices.
- Coordinate between various stakeholders to ensure campaigns are delivered effectively. This includes major campaigns such as Ramadan, Muharram and Winter, as well as time sensitive campaigns such as Qurbani, Fitra and Ramadan baskets.
- Liaising with the Social Care Department to understand the needs of field offices, and ensure they are reflected into marketing plans.
- Develop an updated database of Sadaqa Jariya projects, and manage donations received for these projects. Produce reports and feedback for member offices to report back to donors.
- Develop a strategy to recruit and engage volunteers.
- Develop and oversee a Fundraisers plan, including training, pay and incentives.

- Oversee a Key Supporter programme, including cultivation, segmentation, retention and follow-up.
- Develop customer feedback processes.
- Undergo training in Salesforce, including the ability to understand the potential of optional add-ons of the Marketing Cloud and other add-ons.
- Develop a Communications Department Employee onboarding programme.
- Develop standard operating procedures for Comms teams in fundraising and field offices.
- Coordinate with the Human Resources Department on recruitment and promotion of Communications related positions within Al-Ayn International member offices.
- Other tasks that may arise which require coordination with other departments of Al-Ayn International.