

Job Description- Copywriter

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The World Federation

Vision Statement: The World Federation exists to achieve the pleasure of Allah SWT by developing spiritual and vibrant communities serving humanity.

Mission Statement: The World Federation enables its member institutions to promote the values and practices of the Islamic Shia Ithna Asheri Faith for the spiritual and material well being of humanity at large.

Core values of The World Federation

- Serve with simplicity, sincerity, tenacity and patience
- Strive for excellence in all fields especially in education
- Enable and facilitate all community endeavours
- Engage grassroots
- Prevent duplication and support local efforts and innovations
- Respect others at all times

Position: Copy Writer Officer

Location: Stanmore Office

Salary: Negotiable

Accountable to: Head of Operations & Deputy Secretary General

Job Purpose: To play a vital part with the Communications team at the WF Secretariat Office to deliver the responsibility of creative content writing, to drive forward the weekly newswire and the website content of The World Federation communications strategy. In particular to writing engaging articles and reports that the WF stakeholders and members will want time to read.

In this role you will work alongside the existing communications team, and have overall responsibility to ensure that all communication from the WF is worth reading and produced to the highest standard and in line with the WF brand. The ideal candidate will be an excellent communicator, be highly organised and effective at managing their own time, as well as having the ability to work well as part of a team.

Hours: Negotiable. In addition, the post holder will be expected to adopt a flexible working policy to work alongside Office Bearers, Assistant Secretary Generals if need be.

PERSON SPECIFICATIONS

QUALIFICATIONS:

- A degree or similar qualification in English Language / Marketing or a relevant subject.
- At least a year writing copy in or marketing environment.

Essential Experience:

- The successful candidate will have:
Exemplary standards of written and verbal English.
- A flexible, engaging and creative writing style that can be adapted to different types of content.
- Strong copywriting and creativity
- Strong technical proficiency in social media platforms, content management and production software, and analytics tools
- An understanding of marketing and social media.
- Microsoft office Suite
- Experience working for an agency as either a designer, copywriter or within creative.

Desirable Experience:

- Adobe creative suite preferable
- Basic knowledge of HTML and the use of Content Management Systems

GENERAL SKILLS AND ABILITIES:

Project management skills

- Be active and passionate about digital culture: it's not just something you know, but an integral part of your daily life
- Must work well alone, be a self-motivated learner with excellent time management.
- Research is an important part of this role, therefore self-organisation and analytical skills are essential.
- A reliable, positive and hardworking attitude combined with a desire to learn and promote the WF services, products, processes and ethos.
- Hard working and ambitious.
- A genuine interest and love of content!
- An ability to inspire and influence a team
- An ability to meet deadlines, work in partnership with other staff such as designer and management staff
- Enthusiastic, motivated and have an interest in developments in both charity fundraising and commercial marketing.
- Be open to receiving feedback and input from others, and always ready to rethink and rework copy if needed.

JOB SPECIFICATION:

Roles and Responsibilities:

- **Strategy and planning:** Contribute and assist by working with senior team to develop social media strategy
- **Editorial planning:** Provide team with guidance to produce weekly newswires and plans
- Writing for the WF campaigns
- Writing and collation of articles for weekly Newswires
- The WF marketing materials ie, emails, circulars etc
- Assisting in editorial capacity for the Donor reports written by departmental managers
- **Copywriting and editing:** Write copy for digital assets such as websites, social media posts, etc.
- **Content planning:** Using creative skills to brainstorm and create relevant, engaging content in-line with content strategy of the WF
- **liaison:** Be the day-to-day coordinator for staff, Head of Social Media Lead and Head of Operations and update them on progress achieved
- **Platform moderation:** Ensure platforms are being effectively moderated and issues are escalated quickly to the Social Media Lead
- **Quality control:** Ensure content is posted on time and social comments are responded to efficiently once approved by the social media lead
- **Reporting and analytics:** Social listening, social media platform reporting and KPIs

These represent a definition of the main function and requirement for this position but are not an exhaustive list of duties. The post holder will be required, in addition, to perform any other duties that might reasonable be considered a responsibility of the post and, on a temporary or emergency basis, and assist with duties which are normally the responsibility of others when required.

The Job Description above will be subject to periodic review and revision in consultation with post holder.

The employer reserves the right to amend the foregoing job description from time to time in accordance with needs of the Organization