

Head of Marketing & PR

Green Lane Masjid & Community Centre

CONTRACT TYPE: 37.5 hours, full-time (permanent role)

REPORTS TO: CEO

SALARY: £37,000 - £42,000 per annum (dependent upon experience)

LOCATION: Green Lane Masjid and Community Centre

BACKGROUND TO GLMCC:

Green Lane Masjid and Community Centre is a leading UK mosque situated in the heart of Birmingham serving the community since 1979. Operating from its award-winning grade II listed Victorian building, GLMCC fulfils its mission of inspiring, educating and serving through its educational college, outreach work, welfare services, youth work, international humanitarian wing, as well as its fully functional mosque which is attended by thousands every week.

1. PURPOSE OF THE ROLE:

The Head of Marketing & PR role plays a critical leadership role in shaping and executing a compelling communications, marketing, and engagement strategy that elevates the profile, impact, and reach of Green Lane Masjid and Community Centre (GLMCC) and its departments.

You will lead a multidisciplinary team provide strategic oversight across brand, marketing, public relations, and civic engagement activity including digital and offline campaigns, media relations, interfaith outreach and engagement, and strategic support for events and programmes.

This role is pivotal in building trust, driving engagement, and strengthening GLMCC's reputation among worshippers, supporters, stakeholders, and the wider community. You will ensure clear, consistent messaging across all channels and foster strong relationships with media representatives, civic leaders, and interfaith partners.

2. MAIN RESPONSIBILITIES FOR THE ROLE

Strategic Marketing Leadership

- Set the strategic direction for all marketing and communications activities in alignment with GLMCC's organisational priorities
- Lead the development of an annual marketing strategy, ensuring integration across departments and alignment with long-term goals
- Provide oversight and guidance on content strategy across digital and print platforms to ensure relevance, reach, and resonance with diverse audiences
- Advise the CEO and senior leadership on audience behaviour, emerging trends, and strategic communications opportunities
- Monitor and evaluate overall marketing impact to inform continuous improvement

Team and Project Management

- Provide leadership, direction, and coaching to the marketing team
- Set priorities and ensure alignment across team activities, supporting effective planning and delivery of marketing outputs

- Oversee the planning of integrated marketing campaigns, delegating execution while ensuring strategic alignment
- Facilitate regular team reviews and strategy sessions to ensure consistency, creativity, and performance

Digital Marketing and Engagement

- Provide strategic oversight of GLMCC's digital presence, including the website, email communications, and social media platforms
- Ensure data and audience insights inform digital strategy, working with the Digital Marketing Lead to evaluate performance and adapt tactics
- Guide the development of digital content and channel strategies to enhance engagement, visibility, and supporter retention

Cross-Departmental Campaign Support

- Work collaboratively with internal departments (e.g. Fundraising, Dawah, Education, Youth, Operations) to shape and prioritise marketing support needs
- Ensure the marketing team delivers integrated campaigns that serve departmental objectives while upholding GLMCC's brand and messaging standards
- Provide strategic input for major event promotions including Ramadan, Dhul Hijjah, conferences, and special campaigns
- Oversee internal communications planning to ensure staff and volunteers are aligned and informed

Brand and Asset Management

- Uphold and evolve the GLMCC brand identity across all touchpoints and departments
- Ensure high-level oversight of creative output, guiding the team to produce impactful, on-brand materials
- Lead brand development initiatives and ensure the marketing team reflects the organisation's values and positioning in all assets

PR & Civic engagement

- Oversee media enquiries and public statements.
- Oversee press releases, speeches, and communications for mosque leadership.
- Build and maintain strong relationships with local government, civic leaders, interfaith partners, and community organisations.
- Represent GLMCC in civic forums, interfaith dialogues, and community coalitions.
- Coordinate civic awareness, outreach, and service initiatives that strengthen GLMCC's role in public life.
- Monitor local and national issues impacting the Muslim community and advise mosque leadership on proactive engagement.
- Facilitate civic education and engagement initiatives in alignment with legal and faith-based guidelines.

3. PERSON SPECIFICATION (EXPERIENCE, ATTRIBUTES, QUALIFICATIONS)

	CRITERIA	ESSENTIAL/ DESIRABLE
QUALIFICATIONS:		
	Relevant qualifications or certifications in marketing, communications, PR, or digital media (Essential)	ESSENTIAL
	Educated to degree level or equivalent relevant experience	ESSENTIAL
EXPERIENCE:		
	Minimum 5 years' experience in a senior marketing, PR, or communications leadership role	ESSENTIAL
	Experience managing cross-functional marketing teams	ESSENTIAL
	Track record of delivering high-quality multi-channel marketing campaigns	ESSENTIAL
	Experience working within the UK Islamic charity sector	DESIRABLE
	Experience using analytics and insight tools to inform strategy	ESSENTIAL
	Experience overseeing brand management and content production	ESSENTIAL
SKILLS & ATTRIBUTES:		
	Excellent written and verbal communication skills	ESSENTIAL
	Strategic mindset and ability to manage competing priorities	ESSENTIAL
	Creative and visually aware	ESSENTIAL
	Digitally savvy and confident using a variety of marketing tools	ESSENTIAL
	Knowledge of Islamic values and professionalism in an Islamic environment	ESSENTIAL
	Collaborative and able to engage with a wide range of stakeholders	ESSENTIAL
	Professional and polite under all circumstances, adhering to Islamic principles.	ESSENTIAL
	Commitment to the aims and objectives of GLMCC.	ESSENTIAL

4. BENEFITS

- Enjoy 28 days of annual leave, inclusive of public holidays.
- Additional days off for Eid.
- Discounts on GLM educational courses.
- Free Madrasah places for your children.
- Additional leave for Hajj or exceptional circumstances.
- Continuous professional development tailored to your role.
- Conducive working religious environment.

- Shariah-compliant pension offered.
- Bright Exchange discounts available.
- Volunteering options for employees.
- Relevant training, as applicable to the role.

DISCLAIMER:

This job description is only a summary of the typical functions of the job, it is not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. Due to the nature of the role, the responsibilities, tasks, and duties of the jobholder might differ from those outlined in the job description. Other duties, as assigned, might be part of the job. Ultimately, all post holders at Green Lane Masjid and Community Centre are expected to be working to the best of their abilities seeking the pleasure of Allah (SWT).

Applications for this role will be accepted until Friday 17th October 2025

To apply, please email your CV and a covering letter to HR@greenlanemasjid.org