

Marketing Officer

Green Lane Masjid & Community Centre

PERMANENT: Full-time, 37.5 hours per week

REPORTS TO: Head of Fundraising and Marketing

SALARY: £23,850.00 - £25,000.00 (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 Marketing Officer will play a pivotal role in driving the marketing strategies of Green Lane Masjid, working closely with the Head of Fundraising and Marketing to implement innovative campaigns that raise brand awareness and promote initiatives. This role oversees marketing channels, creates compelling materials, conducts research, and organises events to enhance brand presence locally and globally, effectively engaging our target audiences.

2. MAIN RESPONSIBILITIES FOR THE ROLE

- Manage and update marketing channels (social media channels, website, GLM App) daily.
- Develop and oversee email marketing campaigns using email marketing automation tools.
- Coordinate the creation of media assets with graphic designers and videographers.
- Supporting internal departments to drive their marketing strategies and increase brand awareness through various means.
- Plan and execute comprehensive marketing campaigns across various media, including social media and print.
- Liaise with stakeholders and vendors to optimise marketing efforts.
- Monitor, analyse, and report on the effectiveness of marketing campaign.
- Prepare and distribute marketing materials and content.

3. PERSON SPECIFICATION (EXPERIENCE, ATTRIBUTES, QUALIFICATIONS)

	CRITERIA	ESSENTIAL/ DESIRABLE
QUALIFICATIONS:		
1.	Educated to degree level or equivalent relevant experience	ESSENTIAL

2.	Bachelor's degree in marketing, business administration, or related field	ESSENTIAL
3.	Valid UK Driving License	DESIRABLE
EXPERIENCE:		
4.	Solid knowledge of marketing techniques and principles, with a keen understanding of the Muslim community's dynamics.	ESSENTIAL
5.	Proficiency in market research techniques, statistical analysis, and data interpretation.	ESSENTIAL
6.	Excellent proficiency in MS Office and marketing software, such as CRM platforms.	ESSENTIAL
7.	Thorough understanding of social media platforms and web analytics.	ESSENTIAL
8.	Exceptional organisational and multitasking skills, with the ability to prioritise tasks effectively.	ESSENTIAL
9.	Outstanding communication and interpersonal abilities, with a customer-oriented approach.	ESSENTIAL
10.	Excellent collaboration skills, with the ability to work effectively with cross-functional teams	ESSENTIAL
11.	Creativity and commercial awareness to develop innovative marketing campaigns.	ESSENTIAL
12.	A collaborative team player with a passion for contributing to our mission.	ESSENTIAL
13.	Excellent planning and organisational skills	ESSENTIAL
14.	Ability to work independently and collaboratively	ESSENTIAL
15.	Ability to work in various environments to maintain relationships	ESSENTIAL
16.	Experience of working in the UK Islamic charity sector	DESIRABLE
17.	Excellent interpersonal and communication skills	ESSENTIAL
SKILLS AND ATTRIBUTES:		
18.	Strong Islamic character and values.	ESSENTIAL
19.	Professional and polite under all circumstances, adhering to Islamic principles.	ESSENTIAL
20.	Commitment to the aims and objectives of GLMCC.	ESSENTIAL
21.	Excellent communication skills in English (written and verbal).	ESSENTIAL
22.	Able to manage a demanding workload and work within tight deadlines.	ESSENTIAL
23.	IT literate and competent in using MS Office packages (Excel, PowerPoint, Outlook).	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.

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).

The application deadline for this role is Friday 17th October 2025.

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