

JOB DESCRIPTION AND PERSONAL SPECIFICATION

Role Title:

Head of Media and Marketing Communications

Reports to:

Chief Executive Officer

Salary band

£30,000 to £35,000 per annum (depending on experience)

12-month contract (reviewed after 12 months) with a six-month probationary period

Main contacts

- CEO Executive Team
- Media and Marketing Communication Committee Members
- Media Staff/Consultants/Presenters and Volunteers

Location:

British Muslim Heritage Centre,
Whalley Range,
Manchester, M168BP

Introduction:

The British Muslim Heritage Centre (BMHC) plays a pivotal role in developing and supporting the Muslim and wider communities. 2006 was a landmark year for the BMHC; this was the year that the Board of Trustees hard work was rewarded by the acquisition of the 180 years old iconic grade 11 listed building, now referred to as the BMHC. Since then then the trustees have been successfully developing the centre and made significant achievements including celebrating Muslim heritage, culture and history; completion of the refurbishment of the main Grade II* listed building; Heritage Radio and the Multi-purpose 'Culture and Arts' Complex and various development programmes that are designed to empower and support the Muslim community to open days for all promoting better understanding between Muslims and the wider communities.

In addition, BMHC continues to respond to the challenges faced by Muslim community and wider society. The challenges include: tackling extremism, Islamophobia and the lack of understanding between Muslims and non-Muslims. Hence, BMHC vision and purpose is to be the centre of excellence in the world that promotes: Muslim Heritage, the empowerment and development of the Muslim

community and foster better understanding between Muslims and the wider diverse communities. In order to achieve BMHC vision and make it a reality, BMHC has the followings goals:

- To create an inclusive and learning environment where everyone can benefit.
- To work in partnership to deliver programmes that support and develop the Muslim community and other vulnerable communities.
- To promote Muslim Heritage programmes which contributes towards a better understanding between Muslim and non-Muslim communities
- To support and develop our staff, board members and volunteers to meet the current and future challenges.
- To promote the work, we do through the development of a communications and marketing strategy.

We have recently recruited a new Chief Executive Officer and our ambitions is to become a centre of excellence for learning and development. In order to meet our vision above and goals we are looking for highly motivated Head of Media and Marketing Communications to help us take forward our vision and goals.

The BMHC currently runs a 24-hour radio station dedicated to providing high quality Islamic and community programs. Heritage Radio launched in 2016 with a potential reach of 500,000 listeners who live within Manchester. Heritage Radio also broadcasts on DAB in Manchester and worldwide online via Tune-in App.

Heritage Radio has recently won an FM Licence and will re-launch on the new frequency on 28th September 2019. The BMHC also has an in-house TV Studio which aims to broadcast live and recorded content via YouTube. Heritage Radio and Heritage TV YouTube Channel will act as the Media Arm of the BMHC to further our work in the community. The organisation is also involved in developing high level strategic partnerships within in the public, private and voluntary sectors. Hence, the marketing communications is a vital strand of responsibility for the successful candidate to develop with the Chief Executive Officer.

Job Summary

Purpose of the role The Head of Media & Marketing Communications is a new and very important role within BMHC, with a place on the Executive Management Team, and reporting directly to the Chief Executive.

The role will cut across all the different functions of BMHC, the main focus will be the management and financial sustainability of the Heritage Radio and Heritage Television. This includes a wider responsibility of developing and implementing a BMHC Media and Marketing Communication Strategy. The role requires liaising with senior individuals within the public, private and voluntary sectors to create a powerful and consistent narrative that underpins BMHC vision and goals.

Main Duties and Responsibilities

- Responsible for the day-to-day running and operation of the radio and television stations including managing staff, volunteers and presenters.
- Dealing with promotions and advertising related issues.
- Monitoring and evaluating the quality of both stations and meeting all requirements and regulations with regards to programming.
- Motivating and managing sales staff to meet all sales quotas or budget requirements for income.
- Hiring and training of new presenters, volunteers and other personnel at the radio station.
- Networking with other businesses, organisations and agencies to promote the radio and TV stations and increase the market for advertising.
- Overseeing training and development of volunteers on both media platforms
- Overseeing daily Social Media input on both media platforms
- Developing budget plan for the Radio, TV and Marketing communications plan.
- Manage media enquiries. Brief journalists. Escalate requests appropriately.
- Write press releases, statements and articles for local, regional and national media, working flexibly to ensure tight journalism deadlines are met.
- Liaise with staff and other partner organisations, negotiating a common approach to potentially controversial issues where opinions may differ.
- Develop and maintain effective relationships with the press and media and ensure that high profile, highly complex, and high-risk issues are managed appropriately. This may include sensitive handling with patients and / or relatives.
- Look for opportunities to promote positive news stories to support the objectives, vision, and values of the BMHC.
- Horizon-scan for reputational risk and provide briefings to alert relevant staff and develop a plan to minimise potential problems.

General Duties of all post holders

- To undertake any other reasonable duty, which is appropriate to the band, when requested by CEO and the Chair.
- To be familiar with and comply with all BMHC and procedures, protocols and guidelines.
- To be aware of and work towards the BMHC strategic vision and goals.

Standards of Business Conduct

- The post holder will always be required to comply with the BMHC standing order and standing financial instructions, deal honestly with the BMHC with colleagues and all those who have dealing with the BMHC including volunteers, staff, friends of the centre and partners.
- The post holder must ensure that their behaviour and interests inside and outside work do not conflict with their BMHC position, duties and/or responsibilities.
- The post holder must comply with and support the vision, goals and values of the BMHC as outlined in the 3-year strategic plan.
- The post holder will be required to develop and maintain good working relationships with all volunteers, staff, friends of the centre, service users and partners and where appropriate, members of the public.
- The BMHC aims to maintain the good will and confidence of its own staff, volunteers, service users, partners, friends of the centre and the general public. To assist in achieving this objective it is always essential that, the post holder carries out their duties in a courteous, sympathetic and professional manager.

Equality and Diversity and Equal Opportunities

- The post holder must carry out all duties and responsibilities of the post in accordance with the BMHC Equal Opportunities and Equality and Diversity policies, avoiding unlawful discriminatory behaviour and actions when dealing with colleagues, service users, members of the public and all other stakeholders.
- The post holder must promote awareness of and respect for equality and diversity in accordance with BMHC policies and procedures.
- The post holder is responsible for treating all staff, friends of the centre, service users, partners, volunteers and the general public with dignity and respect at all times.

Safeguarding

All staff have a responsibility to promote the welfare of any child, young person or vulnerable adult they come into contact with and in cases where there are safeguarding concerns, to act upon them and protect the individual from harm.

Working Hours

The core working hours are from 9.00am to 5.00pm. However, BMHC is a charitable organisation and often have meetings during unsocial hours (evening and weekends). Therefore, the post holder will be expected to work on the odd occasion outside the core hours.

Professional and Personal Development

- The post holder must ensure that they are aware of their responsibilities by attending the BMHC Training and Induction Programme.
- The post holder will be involved in a formal 1-2-1 meetings on a regular basis including a review with the CEO at least every 12 months. Once performance / training objectives have been set, the postholder's progress will be reviewed on a regular basis, so that new objectives can be agreed and set, in order to maintain progress in achieving the tasks outlined in the job descriptions above.
- The post holder will be expected to take responsibility for their own professional development and will be supported by the BMHC to achieve development opportunities as appropriate.

Confidentiality and Information Governance

- Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to confidential documents and information relating to service users, staff, friends of the centre, partners and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the BMHC unless done in the normal course of carrying out the duties of the post.
- Disciplinary action will be considered where a breach of confidence has been established.
- All information obtained or held during the post-holder's period of employment that relates to the business of the BMHC and its service users, friends of the centre, contractors and employees will remain the property of the BMHC. Information may be subject to disclosure under legislation at the BMHC discretion and in line with national rules on exemption.
- The post holder must maintain high standards of quality in all record keeping ensuring information is always recorded accurately, appropriately and kept up to date. The post holder must only access information, whether paper, electronic or in other media, which is authorised to them as part of their duties.

- The post holder must work to the requirements of data protection laws as applicable to the UK, which includes the General Data Protection Regulations (GDPR).

Health and Safety at Work

- The post holder is required to take reasonable care of the health and safety of themselves and other persons who may be affected by their acts or omissions at work and to co-operate with the BMHC in adhering to statutory and departmental safety regulations.
- The post holder is responsible for ensuring that they do not intentionally or recklessly misuse or interfere with anything provided in the interests of health safety or welfare e.g. misuse of equipment.
- The post holder is required to contribute to the control of risk and must report immediately, using the BMHC Incident reporting system, any incident, accident or near miss involving service users, staff, partners, contractors or members of the public.
- The BMHC site have been designated a no smoking area. The post holder is therefore advised smoking is not permitted within the BMHC premises.

Personal Specification			
Attributes	Essential	Desirable	How Assessed
Education / Qualifications		<ul style="list-style-type: none"> • Academic or professional qualification in marketing or business studies • Experience of commissioning or producing video content. 	<ul style="list-style-type: none"> • Application Form • Certificate(s) • Interview
Experience and Knowledge	<ul style="list-style-type: none"> • Must have experience of working in 		<ul style="list-style-type: none"> • Application Form • Interview

	<p>broadcast radio and TV</p> <ul style="list-style-type: none"> • Have knowledge of the radio and TV market, different station and programme styles, and audience demographics. • Experience in fundraising and marketing the Radio and TV channel to various stakeholders and partners. • Solid understanding of the brand planning process and the broad principles of good marketing strategy and brand positioning • Experience of working with UK and International media and press contacts and experience of running successful PR campaigns. • Experience of developing and managing budgets and procuring and managing suppliers to deliver outsourced support. 	<p>Good knowledge and understanding of the various faiths and issues effecting faith communities.</p>	
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	<ul style="list-style-type: none"> • Draft and edit stories and content for BMHC newsletters, reports, briefings and wide-ranging written outputs, and assist in diversifying our communications through use of video and other media. • Experience in line management of a small number of staff members, including recruiting and supporting presenters and volunteers. • Knowledge of Myriad V5, AVID, FINAL CUT PRO, is essential • Knowledge and experience of working with the faith groups and organisations • Experience of website and social media management • Sound knowledge of word processing packages including Word, Excel, PowerPoint, Outlook (email) 		
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<p>Skills and Abilities</p>	<ul style="list-style-type: none"> • Excellent project management skills. • Excellent, negotiation and communication skills (Verbal and Written) • Able to deal with difficult clients in relation to sales and marketing • Excellent people management and motivation skills. • Ability to work on own initiative without close supervision. • High level of interpersonal skills and displaying an excellent manner with members of the public from a diverse background and with staff. • Be able to work calmly and effectively under pressure, react quickly, and meet tight deadlines. • Must be creative, innovative, and always searching for newer ideas to improve program content. 		<ul style="list-style-type: none"> • Application Form • Interview
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	<ul style="list-style-type: none"> • Able to organise staff and react to developing situations such as rolling news or difficult studio or on-air guests. • Have strong IT skills, including word processing and data handling. • Respect the Islamic ethos of the BMHC. • Ability to play a key role on the Chief Executive Senior Management Team including inputting into business planning, organisational strategy, and strategic decision-making, as well as providing leadership and inspiration to a small and dedicated team. • Excellent organisational skills • Good facilitation skills • Excellent written and verbal communication and interpersonal skills 		
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CENTRE OF EXCELLENCE FOR LEARNING AND DEVELOPMENT

<p>Work Related Circumstances</p>	<ul style="list-style-type: none"> • Use of a car or access to a means of mobility to travel across the Greater Manchester and region when if required. • Willing to carry out all duties and responsibilities of the post in accordance with the BMHC Equal Opportunities and Equality and Diversity policies 		<ul style="list-style-type: none"> • Application Form • Driving License • Interview