

Communications & Marketing Manager

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| Job Title: | Communications & Marketing Manager, Action Syria |
| Reporting to: | CEO |
| Location: | Hybrid OR Remote (2 days/week in office East London where possible) |
| Hours of work: | Full time (35 hours), (plus occasional weekend/evening) |
| Contract: | Permanent |
| Start Date: | ASAP – but negotiable |
| Salary: | GBP £37-42k/year depending on experience, with 25 days holiday/year + public holidays (health insurance on passing probation). |

Background

An exciting opportunity to lead communications and marketing at Action Syria. Through your work, you will help us ensure Syrian communities have the education and medical care they need, every day, and when emergencies strike – this is critical as Syria begins to rebuild following the fall of Assad in late 2024. Action Syria has over a decade of experience working with local partners in the Middle East making a positive difference to over 25,000 people affected by conflict, displacement and natural disaster annually. We seek a competent, confident and skilled communications and marketing specialist to help deliver ambitious plans for the coming years, increasing our profile and expanding our audiences.

Working closely with the CEO and the fundraising team, you will be responsible for delivering our Communications & Marketing strategy, making sure it integrates with our fundraising strategy, and critically, considers the broader vision for expanding our audience. You will set appropriate targets, key performance indicators and measure progress against these. As a small and mighty team, we seek a reliable communications expert who is pro-active, inspiring and really loves what they do. We are positive, creative and 'hands-on' and hope you are too.

Alongside setting the strategic direction, you will be actively involved in executing day-to-day communications tasks, from content creation and social media management to media engagement, ensuring our messaging is impactful and consistent across all platforms.

For those looking to advance their career, this role offers a pathway to take the next step professionally, with the opportunity to develop with the role as the organisation grows.

This role will ensure that Action Syria:

- has a comprehensive and practical communications and marketing strategy, which is integrated with our fundraising strategy;
- has appropriate presence across digital platforms; and
- engages audiences with meaningful messaging in support of our charitable objectives.

Responsibilities

- a. **Lead the Communications and Marketing function and strategy:**
 - Review and refine our Communications & Marketing strategy to ensure it is fit for purpose and responsive to the new chapter unfolding in Syria, positioning us as a leading voice among charities engaging in the region;
 - Work with Head of Development to ensure the C&M strategy integrates with our fundraising strategy, driving impact, building trust, and ensuring sustainability;

- Set targets and milestones for the C&M Strategy to measure progress against.
- b. **Manage our annual communications plan:**
 - Produce engaging and meaningful content for communications and marketing purposes, including copy and graphics
 - Write and publish key communications throughout the year, e.g. blog posts and newsletters (Mailchimp) to maintain a strong profile and grow our support base;
 - Manage social media platforms: Instagram, Facebook, LinkedIn, X, scheduling regular, high-quality posts, and managing Meta Ads, to engage existing and new audiences;
 - Create engaging digital content, with input from the team on messaging and purpose, to raise Action Syria's profile and support our fundraising and marketing campaigns;
 - Work with the fundraising function on Action Syria's digital fundraising strategy, with a focus on optimising donor journeys;
 - Support the team with asset design for fundraising campaigns where required.
- c. **Act as guardian of Action Syria's brand, ensuring it is fit for purpose:**
 - Develop comprehensive brand guidelines, in line with our recent rebrand; and
 - Ensure website is current, appropriate and enables us to reach strategic and fundraising goals.
- d. **Develop strategic engagement with media:**
 - Build on press list and cultivate relationships to enhance Action Syria's profile

Profile

| Essential | Desirable |
|--|---|
| Positive, pro-active and reliable | Understanding of the aid and/or development sector |
| Prior experience of strategic communications and marketing planning and delivery at management level. | Interest in and understanding of fundraising |
| Prior experience of marketing (digital and other) with the ability to tell powerful stories via multiple channels. | Interest in the international Charity sector, ideally specifically in the Middle East and Action Syria's cause. |
| Prior experience of Social Media management | |
| Excellent design skills, with an eye for detail | |
| Excellent communication skills, written and verbal, with the ability to deal with sensitive subjects appropriately | |
| Experience of marketing for fundraising campaigns | |
| Excellent time management skills | |

The Recruitment Process

To apply, please email contact@actionsyria.org.uk with your CV and a brief cover letter indicating specifically why you are the ideal candidate for this role. **Applications without a cover letter will not be accepted.**

Deadline for applications: 29 May 2025

Following the application deadline, candidates will be reviewed for shortlisting. Candidates who successfully make the shortlist will be invited for interview.

We are committed to equal opportunities and we welcome applications from all qualified candidates.