



DR. SHABAZ CHARITY GROUP

Marketing & Program Development Manager

Organization Background

Dr. Shabaz Charity Group's vision is to address the evolving needs and developmental opportunities of our community by providing specialized programming, relief, and aid to strengthen the health and wellness of our community. The core areas the organization focuses on is Community Wellness, Youth Resource Development, and Women based Programming.

The Marketing & Program Development Manager will be responsible for the planning, development and implementation of two major programs, marketing, communications, and public relations activities.

Primary Duties and Responsibilities

Marketing

- Support the organization's marketing initiatives with planning, executing, and tracking of marketing activities such as email, event, social media, or content marketing
- Act as "brand ambassador", ensuring appropriate and consistent use of naming conventions, brand attributes and logo
- Oversee content, design, and production of printed materials
- Manage and execute email communications- monthly e-newsletters, campaign messages and fundraising e-appeals
- Prepare photography and other media for publication, and maintain digital media library
- Manage website, including: integrity of website content and structure; monitor key metrics from Google Analytics; and utilize Search Engine Optimization

Program Development

- Develop programs for core areas to support the strategic direction of the organization
- Organize activities in accordance with the mission and vision of the organization
- Create and manage short-term and long-term goals
- Build a budget and an operating plan for the programs
- Assess program strengths and identify areas for improvement by developing an evaluation method
- Write program funding proposals
- Prepare timely reports of each programs' status throughout its life cycle

Skills & Qualifications

- University degree in related subjects or 3 to 5 years experience in related field
- Advanced knowledge of social media, digital, and email marketing
- Experience with graphic design and website management
- Excellent time-management, organizational skills, and project management skills
- Outstanding verbal and written communication skills
- Excellent interpersonal skills and a collaborative management style

Compensation

This position will start as a part time position, 30 hours per week, with the opportunity to grow into a full time position. Compensation will be commensurate to experience and skills.

To Apply

Email resume and cover letter to shabzhussaincharities@gmail.com