



CENTRE OF EXCELLENCE FOR LEARNING AND DEVELOPMENT

JOB DESCRIPTION AND PERSONAL SPECIFICATION

Role Title:

Social Media/Videography Lead

Reports to:

The Head of Fundraising and Marketing for supervision and management.

Salary band

£24,000 (depending on experience)

Six-month probationary period

Working Days/Hours

The contract is for five days with flexible working hours from Monday to Friday.

BMHC is a charitable organisation and often have meetings during unsocial hours (evening and weekends). Therefore, the post holder is expected to work outside the core hours on the odd occasion.

Main contacts

- Chief Executive Officer
- Head of Fundraising and Marketing

Location:

British Muslim Heritage Centre,
Whalley Range,
Manchester, M168BP



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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 II* listed building, now referred to as the BMHC. Since 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 and projects that are designed to empower and support the Muslim community; open days for promoting better understanding between Muslims and the wider communities. In addition, BMHC continues to respond to the challenges faced by the 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. 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 contribute 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.

Job Purpose

The Social Media/Videography Lead will be responsible for creating, managing, and enhancing BMHC's online presence across various social media platforms. This role requires a creative and tech-savvy individual with strong videography and editing skills, dedicated to producing engaging content that promotes BMHC's events, initiatives, and mission. The successful candidate will have a passion for storytelling and a keen eye for visuals that resonate with diverse audiences.



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Duties & Responsibilities

Content Creation & Videography

1. Produce high-quality video content, including short-form and long-form videos, interviews, event highlights, and promotional materials.
2. Capture footage of BMHC's events and activities, ensuring moments are well-documented and shared to boost community engagement.
3. Manage all aspects of video production, from filming to editing, sound design, and post-production.

Social Media Strategy & Management

4. Develop and execute a social media strategy to increase BMHC's online visibility, engagement, and reach across platforms such as Instagram, Facebook, Twitter, LinkedIn, and YouTube.
5. Create and curate engaging posts, including images, videos, stories, and live-streamed content.
6. Maintain a content calendar and schedule posts consistently to ensure a steady online presence.

Brand Development & Messaging

7. Collaborate with the Head of Fundraising and Marketing to ensure content aligns with BMHC's brand, mission, and messaging guidelines.
8. Develop and maintain a consistent brand voice and style across all digital content, enhancing BMHC's identity and values.
9. Craft compelling captions, descriptions, and posts that reflect BMHC's initiatives and encourage audience engagement.

Analytics & Optimisation



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10. Monitor social media performance metrics, such as engagement rates, followers, and video views, to assess content effectiveness.
11. Use data-driven insights to refine and adapt content strategies, identifying successful formats and areas for improvement.
12. Stay informed on social media trends, tools, and algorithm changes to ensure BMHC's strategy remains effective and relevant.

Community Engagement

13. Actively engage with BMHC's online audience by responding to comments, messages, and mentions in a timely and respectful manner.
14. Foster an online community by encouraging positive interactions, sharing user-generated content, and highlighting community stories.

Collaboration & Team Support

15. Work closely with the wider BMHC team to align content with ongoing campaigns, events, and organisational goals.
16. Support other departments in promoting their initiatives, ensuring their work is effectively showcased on social media.

General Duties of all post holders

- To undertake any other reasonable duty, which is appropriate to the band, when requested by the CEO and the Chair of BMHC.
- 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 policies and guidelines. They would need to deal honestly with the BMHC with colleagues and all those who have to deal with the BMHC including volunteers, staff, friends of the centre and partners.



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- The post holder must ensure that their behaviour and interests inside and outside work do not conflict with their BMHC position, duties and 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 goodwill and confidence of its 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 manner.

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. The postholder will have a standard DBS certificate; if he does not have one, he will need to obtain one within four weeks from the start of the employment date.

Professional and Personal Development



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- 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 encouraged and be expected to take responsibility for their 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 details 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 taken where a breach of confidence has been established.
- All information obtained or held during the postholder'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 will need to share his username and passwords for all accounts that he makes for the BMHC (PC, all social media accounts, all apps such as HR, graphics and video editing) with the Chair and CEO.
- 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.



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- 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 has 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 	<ul style="list-style-type: none"> • Project Management Professional (PMP) / PRINCE II certification 	<ul style="list-style-type: none"> • Application Form • Certificate(s) • Interview
Experience and Knowledge	<ul style="list-style-type: none"> • Knowledge and experience of working with the faith groups and organisations • Sound knowledge of word processing packages including Word, Excel, PowerPoint, Outlook (email) 	<ul style="list-style-type: none"> • Experience of project management <p>Good knowledge and understanding</p>	<ul style="list-style-type: none"> • Application Form • Interview



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		of the various faiths and issues effecting faith communities.	
Skills and Abilities	<ul style="list-style-type: none"> • Able to deal with difficult individuals • Excellent people management and motivation skills. • Ability to work on their 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 reacts effectively under pressure, react quickly, and meet tight deadlines. • Must be creative, innovative, and always searching for newer ideas to increase funding opportunities. 		<ul style="list-style-type: none"> • Application Form • Interview



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	<ul style="list-style-type: none"> • Have strong IT skills, including word processing and data handling. • Respect the Islamic ethos of the BMHC. • Ability to play a key role in putting into business planning, organisational strategy, and strategic decision-making. • Excellent organisational skills • Good facilitation skills • Excellent written and verbal communication and interpersonal skills 		
Work Related Circumstances	<ul style="list-style-type: none"> • 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"> • Use of a car or access to a means of mobility to travel across the Greater Manchester and region when if required. 	<ul style="list-style-type: none"> • Application Form • Interview



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