



### Job Overview:

Shelter Rock Islamic Center (SRIC) is seeking a part-time **Digital Marketer** to oversee the creation, promotion, and distribution of marketing digital materials for the masjid's events and programs. The ideal candidate will be responsible for designing engaging flyers, managing digital outreach, and coordinating with the programs and event planning committees to ensure effective promotion of masjid activities.

### Key Responsibilities:

#### Graphic Design & Content Creation

- Design and create **2-3 original flyers per month** for upcoming programs and events.
- Modify **1-2 recurring flyers per week** (e.g., updating dates, topics, or speakers).
- Ensure all designs align with the masjid's branding, aesthetics, and community engagement goals.

#### Digital Marketing & Outreach

- Distribute flyers across **Instagram, Facebook, email lists, and WhatsApp groups**, ensuring timely and effective communication.
- Write **short, engaging descriptions** for flyers when posting on social media and messaging platforms.
- Update digital display at masjid and become familiar with the Masjidal platform.
- Monitor engagement and adjust strategies to maximize reach and effectiveness.

#### Event Coordination & Communication

- Work closely with the programs and **event planning committees** to stay informed about upcoming programs and promotional needs.
- Maintain an **organized event calendar** to ensure timely marketing materials are created and distributed.
- Assist in promoting major masjid events by coordinating announcements across digital platforms.

### Qualifications & Skills:

- Proficiency in **graphic design tools** (e.g., Canva, or similar) and email tools (e.g. Mailchimp)
- Experience managing **social media platforms** (Instagram, Facebook, WhatsApp). Familiar with Google calendar.
- Strong **communication and organizational skills** to coordinate with the events team. Attention to detail and timeliness are essential.
- Ability to work independently while ensuring alignment with masjid leadership and community needs.
- Prior experience in **marketing, content creation, or event promotion** is a plus.

**Preferred Qualifications:**

- Familiarity with Islamic community engagement and masjid activities.
- Understanding of basic digital marketing strategies and social media trends.
- Ability to handle multiple tasks and work within deadlines.

**How to Apply:**

Expected work may vary from 5-10 hours per week.

Interested candidates should submit a **portfolio of past design work** (if available) along with a resume and a brief cover letter explaining their interest in the role.

Email to [communications@srcli.org](mailto:communications@srcli.org)