

Digital Marketing - volunteer



Organisation: Money A+E

Location	Mansfield House, 30 Avenons Road, London (East), E13 8HT
Where the role is based	Either at home or at organisation
Travel limit	Greater London
Opportunity type	Ongoing role

Opportunity description

We are seeking a volunteer to help with the development and implementation of the Digital Marketing strategy for Money A+E.

The role

- Setting up new and appropriate social media platforms and maintaining existing platforms.
- Using content in creative and innovative way to promote Money A+E services to potential paying customers and service users. To increase our brand awareness.
- To maintain, update content and develop our existing website
- To create and send out our monthly newsletter via mailchimp
- To implement and develop our overall Digital Marketing Strategy

Required skills

- Experience in managing multiple social media platforms
- Knowledge of Social Media platforms (Facebook, Twitter, LinkedIn, Youtube, Instagram, for example)
- Knowledge of website design tools (Wix.com)
- Knowledge of newsletter design and mailing tools (Mailchiimp.com)
- Good content writing & IT skills.

Characteristics:

We are looking for someone who has a desire to help people deal with the challenges of financial exclusion, debt and financial confidence. We are looking for someone who is able to work as part of a team, non-judgmental in thinking and able to communicate and engage with diverse groups within the local communities. Open to a flexible working approach.

Desirable:

- To have an interest in social / financial inclusion challenges in the local community.
- Have the ability to be creative and innovative within the scope of the role.
- Have a passion to bring positive change to the local community.
- Able to self-motivate and work well as part of team. Ability to be creative and innovative within role. Passion to change the local community.

What impact the opportunity will have

You added value will allow Money A+E to raise its profile and become visible to the Social Media world. You will assist Money A+E to promote its brand, to reach more beneficiaries and to let potential funders know what great work and social impact we achieve in the local community.

What's in it for the volunteer?

You will be volunteering for a community focused organisation. You will be challenged in helping us grow within a current unstable economic climate. You will make a significant difference in the lives of 100's of individuals and families impacted by austerity, low paid income and more.

Time commitment

In and out of office hours (flexible)

1-2 days per week (dependent on availability, days are open to discussion).

Minimum 6 months, 12 months preferable.

Other details

When working from our office, public transport expenses & lunch will be reimbursed, subject to a daily maximum of £10.

Additional application instructions

We will aim to respond to your application as soon as reasonably possible. Please be patient with us and thank you for showing an interest.