

Role: (Volunteer Marketing Coordinator)**Location:** Remote with the opportunity for in-person (pending COVID regulations)**Employment Type:** Minimum 3 months commitment**Contract Type:** Volunteer**Background**

The Breteau Foundation (BF) aims to enable disadvantaged children to reach their full potential through the delivery of digital educational tools. Since 2014, the Foundation has grown its work to reach 10 geographies and 24,000 children globally. As the Foundation continues to expand rapidly, we are looking for a Volunteer Marketing Coordinator who will be responsible for supporting the Foundation's Marketing Strategy to build its network of supporters.

Key Responsibilities

This role will work closely with our Education Project Manager to assist them with conducting research, reviewing marketing analytics and developing recommendations for building a loyal network of supporters on our social media and website registration. The responsibilities will include:

- Conducting market research on techniques and strategies used by other similar organisations and benchmarking our work
- Tracking and analysing results of marketing campaigns based on set KPIs and making recommendations in order to reach set targets
- Complete regular marketing performance and SEO analytics summaries, and a monthly trends and market report
- Developing and proposing solutions for growing our network of supporters
- Where applicable, developing content for our social media, website and other marketing collateral

Qualifications, Skills and Experience

The right candidate will need to be able to demonstrate their experience and skills relating to the responsibilities above. They will also be required to meet the relevant skills and experience following:

- An understanding of how to effectively reach targeted audiences
- Knowledge of the use of social media platforms and websites, with familiarity in marketing analytics such as Google Analytics, SEO and digital marketing performance
- Research, analysis and evaluation skills
- Written and verbal communication skills
- Desirable: experience in international development and education

All volunteers are required to volunteer at the Foundation for a minimum of 3 months and complete a criminal record check. For this position, we are looking for a remote volunteer who has visa permissions in the UK and who can commit to the equivalent of at least 4 hrs/week.

If you would like to apply for this position, please email a CV and completed volunteer application form to: Michelle Chung, Education Project Manager, michelle@breteaufoundation.org