



THE
BRETEAU
FOUNDATION

Volunteer - Marketing Specialist (Education)

Location: Remote or in-person if based in London

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. We are looking for a highly motivated volunteer, experienced in marketing in the education sector, to support us with the marketing strategy of an exciting project: the release of a Plastic episode in partnership with a worldwide childrens' animated series that will be released in January 2023.

Key Responsibilities

The Volunteer Marketing Specialist (Education) will work closely with our UK team and will support them with:

- Prospecting for new marketing partnership opportunities including PR and journalists in 4 regions we operate in: UK, Colombia, France and South Africa.
- Identifying educational marketing agencies to collaborate with in 2022 in order to develop impactful campaigns to reach primary teachers.
- Identify educational and environmental influencers to collaborate with.
- Support with reaching our marketing goals to drive primary teachers to register for our workshop by developing marketing content (visual assets and copy), tracking and collating marketing performance data & generating reports, and recommending ideas for improvement.

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 qualifications, skills and experience following:

- A bachelor degree in Marketing, Communications or similar field
- Strong communication skills: both verbal and written
- Good understanding of the latest marketing trends and techniques
- Strong research and analytical skills
- Outstanding multitasking abilities
- High self-motivation with a positive attitude

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 can commit to at least 4-5 hrs/week.

Breteau Foundation
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