

Digital Marketing Assistant - Volunteer

Role An opportunity for a flexible and organised volunteer to support The Haven with developing and implementing our digital marketing strategy.

Benefits to you:

- Work experience in digital marketing in the third sector, which will complement your CV.
- Volunteering for a community focussed organisation as you play a key part in raising awareness of domestic abuse and how it affects women and children.
- Training in awareness of domestic abuse and related issues.
- Challenged with helping us increase brand awareness and grow our online community in these very uncertain times.
- Positive professional reference upon volunteering completion.

Responsibilities:

- Assist with exploring how we can use rich and engaging content in creative and innovative way to market our fundraising events and training services.
- Assist with exploring and researching advertising placements, partnerships and positioning for marketing fundraising events, training etc.
- Assist with researching trends, demographics, and any other relevant information that helps in the development and implementation of our digital marketing strategy.
- Assist with analysing our audiences, surveys, polls, and other market research to look for patterns and trends that could improve our reach and engagement.
- Assist with monitoring and entering marketing data into spreadsheets to help collate reports, and detailed data analysis.
- Assist with planning marketing and promotional events.

Reporting to: Architect of Stories

Location: Volunteering remotely with possibility to be office-based in Wolverhampton when Covid-19 restrictions lift

Hours: Minimum 4 hours per week

Training: Some mandatory dependent on hours volunteered to include Induction training: domestic abuse awareness, confidentiality and information sharing, equity and disability, equality and diversity, coercive control. Access to other free training on subjects pertaining to domestic abuse and violence against women and girls.

Requirements:

- A commitment to women's and children's rights and keen interest in making a positive impact in the community.
- Interest and basic knowledge of digital marketing.
- Experience using Microsoft Office Packages, updating Excel Spreadsheets.
- Excellent research and analytical skills.
- Flexibility, reliability and commitment.